PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Distribution DATE: July 1, 1996

FROM: Market Information / Bruce Neidle

SUBJECT: INTEGRATED WEEKLY NIELSEN REPORT-WEEK ENDING 6/22/96

ALL OUTLETS COMBINED

PM and Marlboro each posted retail share gains of +0.2 points this week (to 49.6% and 33.4%, respectively), with a slight decline in c-stores more than fully offset by advances in the scanning outlets. Positive performance in supermarkets, drug stores and mass merchandisers likely benefited from the first week of the "Marlboro Unlimited and Basic Summer Special" program. Due to the timing of the c-store audits (which are concentrated in early to mid-week), share response from the MUBSS program in this trade class will not likely be evident until next week. The Discount category declined -0.1 point versus week-ago to 26.3%, with RJR PL experiencing the largest loss. Among the major competitive premium franchises, Camel posted the only week-to-week share gain (of at least +0.05 points), coinciding with increased money-off and free product deals.

- PM's share advanced +0.2 points this week to 49.6%, with Marlboro and Basic accounting for the majority of the gain, partially offset by OPB declines.
  - PM achieved record high share levels in drug stores and mass merchandisers this week of 51.2% and 59.8%, respectively.
- Marlboro's share increased +0.2 points to 33.4% (versus 33.3% last week due to rounding), likely influenced by money-off deals associated with the "Marlboro Unlimited and Basic Summer Special" program.
- OPB's share trailed week-ago by -0.1 point to 9.1%, corresponding with the scheduled completion of the PBSS program.
- Basic's share of industry increased +0.1 point this week to 4.5%, while its share of category was up +0.4 points to 17.3%. Basic's performance likely benefited from initial implementation of MUBSS money-off deals.
- The Discount category declined -0.1 point this week to 26.3%. Among the major discount entries, Basic and Doral posted the largest weekly gains (+0.1 point each), while RJR PL incurred the largest week-to-week loss (-0.1 point).

JUNE RETAIL SHARE PROJECTION

	PM-USA			MARLBORO		
Period	Proj.	Actual	Actual Vs. Proj	Proj.	Actual	Actual Vs. Proj
May		49.4			33.3	
6/1/96	49.5	49.6	0.1	33.4	33.4	0.0
6/8/96	49.6	49.2	-0.4	33.3	33.1	-0.2
6/15/96	49.7	49.4	-0.3	33.3	33.3	0.0
6/22/96	50.0	49.6	-0.4	33.7	33.4	-0.3
6/29/96	50.2			34.0		
MTD	49.7	49.4	-0.3	33.4	33.3	-0.1

EXPLANATION

6/22/96	Share likely influenced by initial implementation of money-off deals associated with the MUBSS program. Share effects in c-stores are lagging implementation of the promotion due to the timing of the audit.
6/15/96	Share likely influenced by the first full week of sales associated with the PBSS program and a rebound from last week's "first week of the month" decline.
6/8/96	Share likely influenced by ongoing depletion of Marlboro promotional support and the "first week of the month" effect.
6/1/96	Share possibly influenced by continued redemption of "Marlboro May Offensive" direct mail coupons and expanded/continued availability of free product offers for Virginia Slims and Basic.

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Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

CONVENIENCE STORES

PM's share was off slightly this week (-0.1 point) to 50.2%. Marlboro's share declined -0.2 points versus week-ago to 35.3%. To some extent, performance was likely impacted by increased competitive promotional activities. Marlboro and Basic money-off incidence associated with the first partial week of implementation of the "Marlboro Unlimited and Basic Summer Special" increased (+14 points and +11 points, respectively). However, share response from this promotion is not likely to be evident until next week. The Discount Category was relatively stable this week at 26.7%.

Competitive promotional activities continued to intensify this week. RJR expanded money-off incidence on Camel and Winston (+4 points each) to 42% of c-stores each (Winston's highest level to-date) and maintained Doral's record high level of 44% of c-stores. Camel free product deals (primarily B3G3F) were up +3 points this week to 11% of c-stores. B&W recently dropped a Multibrand "Super Savings" direct mail package that contained carton and pack coupons for their major premium and branded discount products (consisting of a total of 28 coupons and a potential savings of $55.80).

- PM's retail share declined -0.1 point this week to 50.2%, driven primarily by Marlboro.
- Marlboro's share trailed week-ago by -0.2 points to 35.3%.
  - Marlboro money-off incidence was up +14 points versus week-ago to 32% of c-stores, corresponding with initial implementation of the MUBSS program.
- PM OPB's share was essentially unchanged this week at 8.1%, with a slight B&H gain offset by losses among the other franchises. Corresponding with the scheduled completion of the PBSS program, money-off incidence on Virginia Slims, Merit and B&H declined -6 to -7 points.
- Basic's share was relatively stable this week at 4.6%, while its share of the Discount category increased +0.2 points to 17.2%.
  - Basic's money-off incidence increased +11 points to 22% c-stores this week, corresponding with initial implementation of the MUBSS program.
- The Discount category remained relatively stable versus week-ago at 26.7%. Among the major discount entries, Doral and GPC realized the largest weekly gains, up +0.1 point each. RJR PL incurred the largest loss, down -0.2 points versus week-ago to 3.8% (its lowest level since w/e 12/30/95).
- Among the competitive premium products, Newport and Camel were the only brands to post share gains versus week-ago of at least +0.05 points. Camel's share reached 6.0%, its highest weekly level since w/e 2/17/96.

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Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

INTEGRATED MANUFACTURER PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
Philip Morris	48.52	48.54	49.05	49.85	49.41	49.42	49.56	49.13	49.60	49.15	49.38	49.55	0.17	49.49	49.39	49.37	49.42	0.01
PM Premium	41.15	41.35	41.75	42.61	42.27	42.37	42.41	41.91	42.45	42.05	42.43	42.54	0.11	42.34	42.27	42.29	42.37	0.10
PM Discount	7.37	7.20	7.30	7.25	7.15	7.05	7.15	7.22	7.15	7.10	6.95	7.01	0.06	7.15	7.12	7.09	7.05	-0.10
PM Branded Discount	6.53	6.37	6.50	6.48	6.36	6.28	6.37	6.42	6.36	6.30	6.18	6.26	0.08	6.35	6.32	6.30	6.28	-0.08
PM Private Label	0.84	0.83	0.80	0.76	0.79	0.78	0.78	0.80	0.79	0.80	0.77	0.75	-0.02	0.79	0.80	0.79	0.78	-0.01
PM Assorted Promo	0.38	0.29	0.41	0.31	0.32	0.31	0.31	0.34	0.37	0.35	0.27	0.28	0.01	0.34	0.34	0.34	0.31	-0.01
RJ Reynolds	26.97	26.99	26.79	26.30	26.37	26.38	26.35	26.63	26.30	26.48	26.43	26.33	-0.10	26.33	26.38	26.40	26.38	0.01
RJR Premium	17.02	17.04	17.06	16.69	16.67	16.77	16.71	16.88	16.71	16.69	16.81	16.86	0.05	16.66	16.68	16.73	16.77	0.10
RJR Discount	9.95	9.96	9.73	9.61	9.70	9.61	9.64	9.76	9.59	9.78	9.61	9.47	-0.14	9.67	9.70	9.67	9.61	-0.09
RJR Branded Discount	6.26	6.14	6.08	6.05	6.17	6.23	6.15	6.15	6.15	6.34	6.23	6.21	-0.02	6.17	6.22	6.24	6.23	0.06
RJR Private Label	3.69	3.81	3.66	3.56	3.53	3.38	3.49	3.60	3.44	3.44	3.38	3.27	-0.11	3.50	3.48	3.43	3.38	-0.15
RJR Assorted Promo	0.09	0.11	0.10	0.08	0.09	0.11	0.09	0.10	0.11	0.11	0.11	0.12	0.01	0.10	0.11	0.11	0.11	0.02
B & W (Incl American)	15.43	15.31	15.02	14.77	15.01	14.99	14.93	15.09	14.91	15.10	14.99	14.95	-0.04	14.98	15.00	14.98	14.99	-0.02
B & W Premium	7.00	6.95	6.94	6.82	6.89	6.89	6.87	6.92	6.88	6.90	6.91	6.85	-0.06	6.89	6.91	6.90	6.89	0.00
B & W Discount	8.43	8.36	8.09	7.95	8.12	8.10	8.06	8.17	8.03	8.20	8.08	8.10	0.02	8.09	8.09	8.08	8.10	-0.02
B & W Branded Discount	7.75	7.66	7.48	7.39	7.55	7.57	7.50	7.57	7.53	7.64	7.56	7.56	0.00	7.54	7.56	7.55	7.57	0.02
B & W Private Label	0.68	0.69	0.61	0.57	0.57	0.53	0.55	0.61	0.49	0.55	0.52	0.54	0.02	0.55	0.54	0.53	0.53	-0.04
Lorillard	7.23	7.31	7.31	7.29	7.38	7.36	7.34	7.31	7.34	7.34	7.38	7.37	-0.01	7.37	7.35	7.36	7.36	-0.02
Lorillard Premium	6.80	6.86	6.88	6.87	6.96	6.93	6.92	6.88	6.93	6.92	6.94	6.95	0.01	6.95	6.93	6.94	6.93	-0.03
Lorillard Discount	0.43	0.45	0.44	0.42	0.42	0.42	0.42	0.43	0.41	0.42	0.44	0.42	-0.02	0.42	0.42	0.42	0.42	0.00
Liggett	1.66	1.64	1.60	1.57	1.60	1.59	1.58	1.61	1.60	1.65	1.57	1.56	-0.01	1.60	1.63	1.63	1.59	-0.01
Liggett Premium	0.43	0.42	0.41	0.40	0.40	0.40	0.40	0.41	0.40	0.41	0.39	0.40	0.01	0.40	0.40	0.39	0.40	0.00
Liggett Discount	1.23	1.22	1.19	1.16	1.20	1.20	1.19	1.20	1.20	1.24	1.18	1.17	-0.01	1.21	1.23	1.23	1.20	0.00
Lig Branded Discount	0.12	0.11	0.11	0.11	0.10	0.10	0.10	0.11	0.11	0.11	0.10	0.09	-0.01	0.10	0.11	0.10	0.10	0.00
Lig Private Label	1.11	1.11	1.08	1.05	1.09	1.10	1.08	1.09	1.10	1.14	1.08	1.08	0.00	1.10	1.13	1.13	1.10	0.01
A/O Co-International	0.19	0.21	0.23	0.22	0.23	0.26	0.24	0.22	0.25	0.28	0.25	0.25	0.00	0.23	0.25	0.25	0.26	0.03

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
Philip Morris	48.52	48.54	49.05	49.85	49.41	49.42	49.56	49.13	49.60	49.15	49.38	49.55	0.17	49.49	49.39	49.37	49.42	0.01
PM Premium-Shr Prem	56.76	56.84	57.05	57.95	57.65	57.63	57.74	57.31	57.74	57.49	57.62	57.69	0.07	57.70	57.63	57.61	57.63	-0.02
PM Discount-Shr Disc	26.79	26.40	27.22	27.37	26.79	26.63	26.92	26.87	27.01	26.45	26.38	26.69	0.31	26.86	26.71	26.64	26.63	-0.16
PM Brd Disc-Shr Brd Disc	30.83	30.58	31.43	31.58	30.70	30.31	30.85	30.91	30.80	30.12	30.00	30.35	0.35	30.74	30.52	30.40	30.31	-0.39
PM PL-Shr PL	13.24	12.88	13.08	12.83	13.26	13.42	13.17	13.11	13.52	13.46	13.39	13.31	-0.08	13.35	13.43	13.40	13.42	0.16
Marlboro	32.00	32.22	32.77	33.68	33.28	33.28	33.41	32.87	33.38	33.07	33.25	33.44	0.19	33.32	33.24	33.22	33.28	0.00
Red	10.69	10.65	10.87	11.18	11.02	11.00	11.07	10.90	11.00	10.95	10.98	11.08	0.10	11.02	10.99	10.98	11.00	-0.02
Lights NM	14.91	15.16	15.49	15.84	15.76	15.78	15.79	15.49	15.88	15.63	15.77	15.85	0.08	15.80	15.75	15.77	15.78	0.02
Gold	2.78	2.73	2.74	2.80	2.74	2.74	2.76	2.75	2.74	2.73	2.75	2.75	0.00	2.74	2.74	2.74	2.74	0.00
Medium	1.95	1.97	1.96	2.09	1.99	1.95	2.01	1.98	1.96	1.95	1.93	1.95	0.02	1.98	1.96	1.94	1.95	-0.04
Menthol	1.46	1.48	1.48	1.54	1.55	1.57	1.56	1.51	1.57	1.57	1.57	1.57	0.00	1.55	1.57	1.57	1.57	0.02
Other PM Premium	9.14	9.10	8.95	8.92	8.98	9.08	9.00	9.03	9.07	8.99	9.18	9.10	-0.08	9.02	9.04	9.06	9.08	0.10
Benson & Hedges	2.48	2.47	2.41	2.43	2.42	2.44	2.43	2.44	2.42	2.44	2.45	2.47	0.02	2.42	2.43	2.43	2.44	0.02
Merit	2.96	2.93	2.92	2.69	2.90	2.91	2.90	2.92	2.92	2.84	2.98	2.91	-0.07	2.91	2.90	2.91	2.91	0.01
Virginia Slims	2.96	2.98	2.93	2.88	2.88	2.93	2.89	2.92	2.93	2.92	2.96	2.91	-0.05	2.89	2.91	2.92	2.93	0.05
Parliament	0.61	0.60	0.58	0.60	0.65	0.66	0.64	0.62	0.67	0.65	0.67	0.67	0.00	0.66	0.66	0.66	0.66	0.01
Saratoga	0.10	0.10	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.00	0.09	0.09	0.09	0.09	0.00
Cambridge	1.53	1.51	1.39	1.31	1.31	1.30	1.31	1.39	1.31	1.30	1.31	1.29	-0.02	1.31	1.30	1.31	1.30	-0.01
Alpine	0.29	0.28	0.26	0.26	0.26	0.27	0.26	0.27	0.28	0.26	0.26	0.27	0.01	0.27	0.27	0.27	0.27	0.01
Bristol	0.08	0.09	0.07	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.09	0.01	0.08	0.08	0.08	0.08	0.00
Basic	4.53	4.40	4.68	4.75	4.61	4.54	4.63	4.59	4.61	4.57	4.44	4.54	0.10	4.61	4.58	4.55	4.54	-0.07
PM Private Label	0.84	0.83	0.80	0.76	0.79	0.78	0.78	0.80	0.79	0.80	0.77	0.75	-0.02	0.79	0.80	0.79	0.78	-0.01
RJ Reynolds	26.97	26.99	26.79	26.30	26.37	26.38	26.35	26.63	26.30	26.48	26.43	26.33	-0.10	26.33	26.38	26.40	26.38	0.01
RJR Premium -Shr Prem	23.48	23.42	23.32	22.70	22.74	22.81	22.75	23.06	22.73	22.82	22.84	22.86	0.02	22.71	22.74	22.79	22.81	0.07
RJR Discount -Shr Disc	36.17	36.53	36.27	36.31	36.35	36.30	36.32	36.32	36.23	36.44	36.46	36.08	-0.38	36.32	36.39	36.37	36.30	-0.05
B & W (Incl Amer)	15.43	15.31	15.02	14.77	15.01	14.99	14.93	15.09	14.91	15.10	14.99	14.95	-0.04	14.98	15.00	14.98	14.99	-0.02
B & W Premium -Shr Prem	9.65	9.56	9.48	9.27	9.40	9.37	9.35	9.46	9.36	9.44	9.39	9.29	-0.10	9.39	9.42	9.40	9.37	-0.03
B & W Discount -Shr Disc	30.67	30.66	30.15	30.04	30.44	30.58	30.36	30.42	30.32	30.53	30.64	30.84	0.20	30.38	30.38	30.39	30.58	0.14
Lorillard	7.23	7.31	7.31	7.29	7.38	7.36	7.34	7.31	7.34	7.34	7.38	7.37	-0.01	7.37	7.35	7.36	7.36	-0.02
Lorillard Premium -Shr Prem	9.38	9.44	9.40	9.35	9.49	9.43	9.42	9.41	9.42	9.46	9.42	9.42	0.00	9.47	9.45	9.45	9.43	-0.06
Lorillard Discount -Shr Disc	1.58	1.63	1.62	1.57	1.58	1.60	1.58	1.60	1.56	1.58	1.67	1.58	-0.09	1.57	1.56	1.60	1.60	0.02
Liggett	1.66	1.64	1.60	1.57	1.60	1.59	1.58	1.61	1.60	1.65	1.57	1.56	-0.01	1.60	1.63	1.63	1.59	-0.01
Liggett Premium -Shr Prem	0.59	0.58	0.56	0.55	0.54	0.54	0.54	0.56	0.54	0.55	0.53	0.54	0.01	0.54	0.54	0.54	0.54	0.00
Liggett Discount -Shr Disc	4.48	4.46	4.42	4.38	4.49	4.52	4.47	4.46	4.55	4.62	4.48	4.44	-0.04	4.54	4.62	4.64	4.52	0.03

Note: Individual OPB brands may not sum to total OPB due to rounding and smaller brands not shown.

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

TOP 25 BRANDS PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
Marlboro	32.00	32.22	32.77	33.68	33.28	33.28	33.41	32.87	33.38	33.07	33.25	33.44	0.19	33.32	33.24	33.22	33.28	0.00
Marlboro B4G1F	0.38	0.92	0.51	0.16	0.07	0.04	0.09	0.35	0.05	0.04	0.04	0.03	-0.01	0.06	0.05	0.05	0.04	-0.03
Winston	5.79	5.76	5.79	5.58	5.52	5.53	5.54	5.66	5.46	5.54	5.55	5.57	0.02	5.49	5.50	5.51	5.53	0.01
Winston Select	1.09	1.02	0.98	0.90	0.85	0.86	0.87	0.95	0.84	0.84	0.88	0.86	-0.02	0.85	0.84	0.85	0.86	0.01
Camel	5.05	5.07	5.10	5.08	5.07	5.14	5.10	5.09	5.10	5.11	5.16	5.21	0.05	5.06	5.08	5.10	5.14	0.07
Camel Filters	4.44	4.45	4.49	4.48	4.46	4.54	4.49	4.48	4.49	4.50	4.56	4.62	0.06	4.45	4.47	4.49	4.54	0.08
Camel Non-Filter	0.61	0.62	0.62	0.60	0.61	0.60	0.60	0.61	0.61	0.60	0.60	0.59	-0.01	0.61	0.61	0.61	0.60	-0.01
GPC	5.02	4.97	4.86	4.81	4.93	4.97	4.90	4.93	4.88	5.02	4.96	5.00	0.04	4.92	4.93	4.94	4.97	0.04
Doral	4.99	4.91	4.89	4.89	5.02	5.09	5.00	4.96	5.01	5.18	5.05	5.11	0.06	5.03	5.07	5.08	5.09	0.07
Newport	4.64	4.66	4.72	4.77	4.87	4.90	4.85	4.76	4.88	4.90	4.90	4.94	0.04	4.87	4.87	4.89	4.90	0.03
Basic	4.53	4.40	4.68	4.75	4.61	4.54	4.63	4.59	4.61	4.57	4.44	4.54	0.10	4.61	4.58	4.55	4.54	-0.07
Basic Box	0.00	0.09	0.26	0.34	0.30	0.31	0.32	0.22	0.30	0.30	0.30	0.32	0.02	0.30	0.30	0.30	0.31	0.01
Salem	3.72	3.70	3.71	3.63	3.65	3.65	3.64	3.68	3.69	3.61	3.66	3.65	-0.01	3.66	3.65	3.66	3.65	0.00
Kool	2.96	2.99	3.00	2.93	2.96	2.99	2.97	2.98	2.97	3.00	3.00	2.98	-0.02	2.97	2.99	2.99	2.99	0.03
Virginia Slims	2.96	2.98	2.93	2.88	2.88	2.93	2.89	2.92	2.93	2.92	2.96	2.91	-0.05	2.89	2.91	2.92	2.93	0.05
Merit	2.96	2.93	2.92	2.89	2.90	2.91	2.90	2.92	2.92	2.84	2.98	2.91	-0.07	2.91	2.90	2.91	2.91	0.01
Benson & Hedges	2.48	2.47	2.41	2.43	2.42	2.44	2.43	2.44	2.42	2.44	2.45	2.47	0.02	2.42	2.43	2.43	2.44	0.02
Cambridge	1.53	1.51	1.39	1.31	1.31	1.30	1.31	1.39	1.31	1.30	1.31	1.29	-0.02	1.31	1.30	1.31	1.30	-0.01
Carlton	1.41	1.38	1.40	1.38	1.41	1.39	1.39	1.40	1.40	1.39	1.40	1.36	-0.04	1.41	1.41	1.41	1.39	-0.02
Misty	1.31	1.30	1.30	1.30	1.33	1.32	1.32	1.31	1.36	1.33	1.30	1.31	0.01	1.33	1.34	1.32	1.32	-0.01
Vantage	1.25	1.25	1.23	1.22	1.23	1.22	1.23	1.23	1.24	1.22	1.22	1.22	0.00	1.23	1.24	1.23	1.22	-0.01
Kent	0.99	1.00	0.97	0.93	0.93	0.90	0.92	0.95	0.92	0.90	0.90	0.89	-0.01	0.93	0.92	0.91	0.90	-0.03
Pall Mall	0.96	0.96	0.94	0.91	0.93	0.92	0.92	0.93	0.92	0.92	0.91	0.92	0.01	0.92	0.92	0.92	0.92	-0.01
Capri	0.77	0.75	0.74	0.74	0.75	0.75	0.75	0.75	0.75	0.73	0.75	0.75	0.00	0.75	0.74	0.74	0.75	0.00
Monarch	0.68	0.66	0.64	0.64	0.66	0.64	0.65	0.65	0.64	0.66	0.65	0.61	-0.04	0.65	0.65	0.65	0.64	-0.02
Viceroy	0.64	0.63	0.62	0.61	0.62	0.62	0.62	0.62	0.63	0.64	0.62	0.61	-0.01	0.62	0.63	0.63	0.62	0.00
Parliament	0.61	0.60	0.58	0.60	0.65	0.66	0.64	0.62	0.67	0.65	0.67	0.67	0.00	0.66	0.66	0.66	0.66	0.01
Montclair	0.63	0.60	0.57	0.54	0.54	0.53	0.54	0.57	0.54	0.53	0.54	0.53	-0.01	0.54	0.54	0.53	0.53	-0.01
Now	0.57	0.59	0.58	0.56	0.57	0.57	0.57	0.57	0.58	0.55	0.57	0.57	0.00	0.58	0.57	0.57	0.57	0.00
True	0.55	0.55	0.55	0.54	0.54	0.54	0.54	0.54	0.53	0.54	0.55	0.54	-0.01	0.54	0.54	0.54	0.54	0.00

*Top 25 is based on All Outlets Combined.

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

INTEGRATED DISCOUNT PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
PRIVATE LABEL																		
PM PL	0.84	0.83	0.80	0.76	0.79	0.78	0.78	0.80	0.79	0.80	0.77	0.75	-0.02	0.79	0.80	0.79	0.78	-0.01
RJR PL	3.69	3.81	3.66	3.56	3.53	3.38	3.49	3.60	3.44	3.44	3.38	3.27	-0.11	3.50	3.48	3.43	3.38	-0.15
B & W PL (Incl Amer)	0.68	0.69	0.61	0.57	0.57	0.53	0.55	0.61	0.49	0.55	0.52	0.54	0.02	0.55	0.54	0.53	0.53	-0.04
Liggett PL	1.11	1.11	1.08	1.05	1.09	1.10	1.08	1.09	1.10	1.14	1.08	1.08	0.00	1.10	1.13	1.13	1.10	0.01
Total PL	6.32	6.44	6.15	5.94	5.99	5.78	5.90	6.10	5.81	5.91	5.76	5.63	-0.13	5.95	5.94	5.88	5.78	-0.21
PL Share of Segment																		
PM PL	13.24	12.88	13.06	12.83	13.26	13.42	13.17	13.11	13.52	13.46	13.39	13.31	-0.08	13.35	13.43	13.40	13.42	0.16
RJR PL	58.38	59.20	59.48	59.90	58.94	58.50	59.12	59.08	59.13	58.13	58.72	58.03	-0.69	58.83	58.56	58.37	58.50	-0.44
B & W PL (Incl Amer)	10.77	10.76	9.86	9.55	9.54	9.11	9.40	9.93	8.45	9.36	9.05	9.55	0.50	9.27	9.09	9.03	9.11	-0.43
Liggett PL	17.61	17.17	17.58	17.72	18.25	19.04	18.34	17.89	18.99	19.21	18.84	19.11	0.27	18.58	18.99	19.26	19.04	0.79
BRANDED DISCOUNT																		
GPC	5.02	4.97	4.86	4.81	4.93	4.97	4.90	4.93	4.88	5.02	4.96	5.00	0.04	4.92	4.93	4.94	4.97	0.04
Doral	4.99	4.91	4.89	4.89	5.02	5.09	5.00	4.96	5.01	5.18	5.05	5.11	0.06	5.03	5.07	5.08	5.09	0.07
Basic	4.53	4.40	4.68	4.75	4.61	4.54	4.63	4.59	4.61	4.57	4.44	4.54	0.10	4.61	4.58	4.55	4.54	-0.07
Cambridge	1.53	1.51	1.39	1.31	1.31	1.30	1.31	1.39	1.31	1.30	1.31	1.29	-0.02	1.31	1.30	1.31	1.30	-0.01
Misty	1.31	1.30	1.30	1.30	1.33	1.32	1.32	1.31	1.36	1.33	1.30	1.31	0.01	1.33	1.34	1.32	1.32	-0.01
Monarch	0.68	0.66	0.64	0.64	0.66	0.64	0.65	0.65	0.64	0.66	0.65	0.61	-0.04	0.65	0.65	0.65	0.64	-0.02
Montclair	0.63	0.60	0.57	0.54	0.54	0.53	0.54	0.57	0.54	0.53	0.54	0.53	-0.01	0.54	0.54	0.53	0.53	-0.01
Viceroy	0.64	0.63	0.62	0.61	0.62	0.62	0.62	0.62	0.63	0.64	0.62	0.61	-0.01	0.62	0.63	0.63	0.62	0.00
Old Gold	0.43	0.45	0.44	0.42	0.44	0.45	0.44	0.44	0.43	0.45	0.47	0.44	-0.03	0.44	0.44	0.45	0.45	0.01
Best Value	0.38	0.37	0.35	0.34	0.32	0.33	0.33	0.35	0.33	0.33	0.35	0.32	-0.03	0.32	0.32	0.33	0.33	0.01
Alpine	0.29	0.28	0.26	0.26	0.26	0.27	0.26	0.27	0.28	0.26	0.26	0.27	0.01	0.27	0.27	0.27	0.27	0.01
Raleigh Extra	0.11	0.10	0.10	0.10	0.09	0.10	0.10	0.10	0.09	0.10	0.10	0.09	-0.01	0.09	0.10	0.10	0.10	0.01
Century 25	0.09	0.10	0.09	0.09	0.08	0.09	0.09	0.09	0.09	0.09	0.08	0.08	0.00	0.08	0.09	0.09	0.09	0.01
Bristol	0.08	0.09	0.07	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.09	0.01	0.08	0.08	0.08	0.08	0.00
Magna	0.08	0.07	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.06	0.05	-0.01	0.06	0.06	0.06	0.06	0.00
Pyramid	0.05	0.04	0.03	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.03	0.03	0.00	0.04	0.04	0.04	0.03	-0.01
Sterling	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.03	-0.01	0.03	0.03	0.03	0.03	0.00
Daves	0.03	0.02	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.02	-0.01	0.03	0.03	0.03	0.03	0.00
All American	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Bucks	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
A/O Branded Discount	0.23	0.24	0.22	0.19	0.21	0.19	0.18	0.22	0.19	0.19	0.20	0.17	-0.03	0.18	0.17	0.19	0.19	-0.02
Total Branded Discount	21.18	20.82	20.68	20.53	20.70	20.71	20.65	20.77	20.66	20.94	20.61	20.63	0.02	20.67	20.71	20.72	20.71	0.01
Basic Share Of Discount	16.49	16.14	17.43	17.95	17.28	17.14	17.45	17.08	17.43	17.03	16.85	17.28	0.43	17.33	17.20	17.12	17.14	-0.14
Total Discount Category	27.50	27.25	26.83	26.47	26.69	26.49	26.55	26.86	26.47	26.85	26.37	26.26	-0.11	26.62	26.65	26.59	26.49	-0.20

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

NIELSEN INTEGRATED DATA
(All Outlets Combined)

COMPANY	PM	RJR	B&W	Lorillard	Liggett
Base December 1995	48.58	27.05	15.35	7.25	1.59
June 22, 1996 (MTD)	49.42	26.38	14.99	7.36	1.59
	0.84	**(0.67)**	**(0.36)**	**0.11**	**0.00**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base December 1995	72.80	27.20	21.34	5.86
June 22, 1996 (MTD)	73.51	26.49	20.71	5.78
	0.71	**(0.71)**	**(0.63)**	**(0.08)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base December 1995	32.04	9.05	5.94	1.12	5.12
June 22, 1996 (MTD)	33.28	9.08	5.53	0.86	5.14
	1.24	**0.03**	**(0.41)**	**(0.26)**	**0.02**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base December 1995	4.62	2.96	3.78	1.28	0.58
June 22, 1996 (MTD)	4.90	2.99	3.65	1.22	0.57
	0.28	**0.03**	**(0.13)**	**(0.06)**	**(0.01)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base December 1995	4.65	1.47	0.30	5.05	1.31	0.64	0.71	0.37	4.99
June 22, 1996 (MTD)	4.54	1.30	0.27	5.09	1.32	0.53	0.64	0.33	4.97
	(0.11)	**(0.17)**	**(0.03)**	**0.04**	**0.01**	**(0.11)**	**(0.07)**	**(0.04)**	**(0.02)**

PRIVATE LABEL	PM	RJR	Liggett	B & W
Base December 1995	0.86	3.33	1.04	0.63
June 22, 1996 (MTD)	0.78	3.38	1.10	0.53
	(0.08)	**0.05**	**0.06**	**(0.10)**

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

NIELSEN INTEGRATED DATA
(All Outlets Combined)

COMPANY	PM	RJR	B&W	Lorillard	Liggett
Base 4th Quarter 1995	48.05	27.15	15.63	7.33	1.65
June 22, 1996 (QTD)	49.56	26.35	14.93	7.34	1.58
	1.51	**(0.80)**	**(0.70)**	**0.01**	**(0.07)**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base 4th Quarter 1995	72.41	27.59	21.50	6.09
June 22, 1996 (QTD)	73.45	26.55	20.65	5.90
	1.04	**(1.04)**	**(0.85)**	**(0.19)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base 4th Quarter 1995	31.59	9.01	5.95	1.18	5.11
June 22, 1996 (QTD)	33.41	9.00	5.54	0.87	5.10
	1.82	**(0.01)**	**(0.41)**	**(0.31)**	**(0.01)**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base 4th Quarter 1995	4.63	3.00	3.79	1.30	0.58
June 22, 1996 (QTD)	4.85	2.97	3.64	1.23	0.57
	0.22	**(0.03)**	**(0.15)**	**(0.07)**	**(0.01)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base 4th Quarter 1995	4.57	1.47	0.30	4.97	1.31	0.68	0.74	0.39	5.19
June 22, 1996 (QTD)	4.63	1.31	0.26	5.00	1.32	0.54	0.65	0.33	4.90
	0.06	**(0.16)**	**(0.04)**	**0.03**	**0.01**	**(0.14)**	**(0.09)**	**(0.06)**	**(0.29)**

PRIVATE LABEL	PM	RJR	Liggett	B & W
Base 4th Quarter 1995	0.92	3.47	1.06	0.64
June 22, 1996 (QTD)	0.78	3.49	1.08	0.55
	(0.14)	**0.02**	**0.02**	**(0.09)**

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

NIELSEN INTEGRATED DATA
(All Outlets Combined)

COMPANY	PM	RJR	B&W	Lorillard	Liggett
Base Full Year 1995	47.31	27.58	16.07	7.14	1.71
June 22, 1996 (YTD)	49.13	26.63	15.09	7.31	1.61
	1.82	**(0.95)**	**(0.98)**	**0.17**	**(0.10)**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base Full Year 1995	71.28	28.72	22.31	6.42
June 22, 1996 (YTD)	73.14	26.86	20.77	6.10
	1.86	**(1.86)**	**(1.54)**	**(0.32)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base Full Year 1995	30.69	8.93	5.98	1.17	4.90
June 22, 1996 (YTD)	32.87	9.03	5.66	0.95	5.09
	2.18	**0.10**	**(0.32)**	**(0.22)**	**0.19**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base Full Year 1995	4.42	3.04	3.83	1.30	0.59
June 22, 1996 (YTD)	4.76	2.98	3.68	1.23	0.57
	0.34	**(0.06)**	**(0.15)**	**(0.07)**	**(0.02)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base Full Year 1995	4.53	1.56	0.33	4.98	1.28	0.84	0.97	0.48	5.29
June 22, 1996 (YTD)	4.59	1.39	0.27	4.96	1.31	0.57	0.65	0.35	4.93
	0.06	**(0.17)**	**(0.06)**	**(0.02)**	**0.03**	**(0.27)**	**(0.32)**	**(0.13)**	**(0.36)**

PRIVATE LABEL	PM	RJR	Liggett	B & W
Base Full Year 1995	1.05	3.63	1.07	0.67
June 22, 1996 (YTD)	0.80	3.60	1.09	0.61
	(0.25)	**(0.03)**	**0.02**	**(0.06)**

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

INTEGRATED MANUFACTURER PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
Philip Morris	49.50	49.51	50.18	51.02	50.36	50.26	50.53	50.14	50.52	50.08	50.28	50.16	-0.12	50.40	50.25	50.25	50.26	-0.10
PM Premium	42.25	42.46	43.00	43.95	43.43	43.47	43.61	43.10	43.61	43.27	43.59	43.44	-0.15	43.46	43.38	43.42	43.47	0.04
PM Discount	7.26	7.05	7.18	7.07	6.93	6.78	6.92	7.04	6.92	6.80	6.69	6.73	0.04	6.94	6.87	6.83	6.78	-0.15
PM Branded Discount	6.30	6.10	6.28	6.21	6.02	5.89	6.04	6.13	6.00	5.89	5.81	5.85	0.04	6.02	5.94	5.92	5.89	-0.13
PM Private Label	0.95	0.94	0.90	0.86	0.91	0.90	0.89	0.91	0.91	0.91	0.88	0.88	0.00	0.92	0.92	0.91	0.90	-0.01
PM Assorted Promo	0.52	0.39	0.54	0.41	0.43	0.41	0.42	0.45	0.47	0.46	0.34	0.37	0.03	0.45	0.45	0.44	0.41	-0.02
RJ Reynolds	26.57	26.64	26.32	25.87	26.14	26.21	26.07	26.28	26.07	26.28	26.26	26.22	-0.04	26.11	26.18	26.21	26.21	0.07
RJR Premium	16.19	16.23	16.18	15.86	15.94	16.09	15.96	16.08	15.94	15.98	16.16	16.28	0.12	15.93	15.94	16.00	16.09	0.15
RJR Discount	10.39	10.41	10.14	10.01	10.20	10.12	10.11	10.21	10.13	10.30	10.09	9.94	-0.15	10.18	10.24	10.20	10.12	-0.08
RJR Branded Discount	6.00	5.85	5.83	5.83	6.00	6.11	5.98	5.94	6.00	6.25	6.09	6.09	0.00	6.01	6.09	6.12	6.11	0.11
RJR Private Label	4.39	4.56	4.31	4.19	4.19	4.00	4.13	4.27	4.12	4.05	4.01	3.84	-0.17	4.17	4.15	4.08	4.00	-0.19
RJR Assorted Promo	0.04	0.07	0.06	0.04	0.06	0.07	0.06	0.06	0.07	0.07	0.07	0.08	0.01	0.07	0.08	0.07	0.07	0.01
B & W (Incl American)	14.76	14.59	14.25	13.91	14.13	14.15	14.07	14.30	14.03	14.19	14.13	14.24	0.11	14.10	14.14	14.11	14.15	0.02
B & W Premium	6.10	6.05	6.05	5.89	5.97	6.02	5.97	6.02	5.99	6.05	6.04	6.01	-0.03	5.99	6.03	6.03	6.02	0.05
B & W Discount	8.66	8.54	8.21	8.01	8.16	8.13	8.10	8.28	8.04	8.14	8.09	8.22	0.13	8.12	8.11	8.08	8.13	-0.03
B & W Branded Discount	7.82	7.67	7.46	7.32	7.46	7.49	7.42	7.53	7.45	7.48	7.46	7.56	0.10	7.45	7.46	7.44	7.49	0.03
B & W Private Label	0.84	0.86	0.75	0.69	0.70	0.64	0.67	0.74	0.59	0.67	0.63	0.66	0.03	0.67	0.65	0.64	0.64	-0.06
Lorillard	7.40	7.48	7.48	7.49	7.61	7.59	7.57	7.51	7.55	7.58	7.58	7.64	0.06	7.60	7.57	7.58	7.59	-0.02
Lorillard Premium	6.96	7.03	7.04	7.08	7.19	7.17	7.15	7.08	7.15	7.16	7.15	7.23	0.08	7.18	7.17	7.17	7.17	-0.02
Lorillard Discount	0.44	0.45	0.44	0.42	0.42	0.42	0.42	0.43	0.40	0.42	0.44	0.41	-0.03	0.41	0.41	0.42	0.42	0.00
Liggett	1.62	1.61	1.55	1.51	1.56	1.55	1.54	1.57	1.58	1.60	1.52	1.51	-0.01	1.58	1.61	1.61	1.55	-0.01
Liggett Premium	0.23	0.21	0.20	0.20	0.19	0.20	0.20	0.20	0.20	0.20	0.19	0.20	0.01	0.19	0.20	0.19	0.20	0.01
Liggett Discount	1.39	1.40	1.35	1.31	1.37	1.36	1.35	1.36	1.39	1.40	1.33	1.31	-0.02	1.39	1.42	1.42	1.36	-0.01
Lig Branded Discount	0.05	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.06	0.04	0.04	0.00	0.05	0.06	0.05	0.05	0.00
Lig Private Label	1.34	1.34	1.29	1.26	1.31	1.31	1.29	1.31	1.34	1.35	1.29	1.27	-0.02	1.34	1.37	1.37	1.31	0.00
A/O Co-International	0.14	0.17	0.21	0.20	0.20	0.24	0.21	0.20	0.23	0.27	0.23	0.23	0.00	0.21	0.24	0.24	0.24	0.04

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
Philip Morris	49.50	49.51	50.18	51.02	50.36	50.26	50.53	50.14	50.52	50.08	50.28	50.16	-0.12	50.40	50.25	50.25	50.26	-0.10
PM Premium-Shr Prem	58.81	58.87	59.19	60.09	59.58	59.43	59.69	59.33	59.66	59.39	59.47	59.23	-0.24	59.60	59.50	59.48	59.43	-0.15
PM Discount-Shr Disc	25.77	25.28	26.25	26.31	25.57	25.26	25.70	25.75	25.70	25.07	25.05	25.23	0.18	25.62	25.35	25.29	25.26	-0.31
PM Brd Disc-Shr Brd Disc	30.54	30.27	31.23	31.25	30.11	29.43	30.25	30.48	30.10	29.20	29.19	29.24	0.05	30.12	29.70	29.60	29.43	-0.68
PM PL-Shr PL	12.70	12.23	12.46	12.26	12.82	13.09	12.72	12.58	13.09	13.12	12.94	13.19	0.25	12.94	13.04	12.98	13.09	0.27
Marlboro	34.22	34.40	35.14	36.19	35.56	35.44	35.72	35.16	35.62	35.34	35.47	35.32	-0.15	35.54	35.43	35.44	35.44	-0.12
Red	11.51	11.41	11.76	12.14	11.90	11.83	11.95	11.76	11.87	11.80	11.83	11.84	0.01	11.90	11.84	11.83	11.83	-0.07
Lights NM	15.71	16.01	16.44	16.79	16.65	16.64	16.69	16.38	16.76	16.56	16.65	16.57	-0.08	16.67	16.62	16.65	16.64	-0.01
Gold	2.83	2.74	2.75	2.81	2.74	2.73	2.76	2.76	2.73	2.71	2.75	2.73	-0.02	2.73	2.73	2.74	2.73	-0.01
Medium	2.18	2.22	2.18	2.36	2.20	2.13	2.23	2.21	2.14	2.13	2.12	2.11	-0.01	2.17	2.14	2.12	2.13	-0.07
Menthol	1.71	1.75	1.73	1.81	1.80	1.83	1.82	1.77	1.84	1.85	1.84	1.80	-0.04	1.80	1.83	1.83	1.83	0.03
Other PM Premium	8.02	8.03	7.83	7.76	7.87	8.04	7.89	7.93	7.99	7.94	8.12	8.11	-0.01	7.92	7.96	7.99	8.04	0.17
Benson & Hedges	2.16	2.17	2.07	2.07	2.07	2.11	2.08	2.11	2.07	2.11	2.09	2.16	0.07	2.07	2.09	2.09	2.11	0.04
Merit	2.80	2.81	2.76	2.71	2.72	2.77	2.73	2.77	2.74	2.70	2.83	2.79	-0.04	2.73	2.74	2.75	2.77	0.05
Virginia Slims	2.45	2.45	2.43	2.38	2.40	2.46	2.41	2.43	2.46	2.44	2.48	2.45	-0.03	2.42	2.43	2.45	2.46	0.06
Parliament	0.52	0.52	0.49	0.50	0.58	0.60	0.56	0.53	0.61	0.57	0.60	0.61	0.01	0.60	0.60	0.60	0.60	0.02
Saratoga	0.07	0.08	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.00	0.06	0.07	0.07	0.07	0.00
Cambridge	1.16	1.11	1.00	0.95	0.92	-0.89	0.92	1.00	0.91	0.86	0.91	0.89	-0.02	0.92	0.89	0.90	0.89	-0.03
Alpine	0.21	0.21	0.20	0.19	0.19	0.21	0.20	0.20	0.22	0.20	0.20	0.21	0.01	0.20	0.20	0.20	0.21	0.02
Bristol	0.08	0.10	0.07	0.07	0.07	0.08	0.08	0.08	0.08	0.07	0.08	0.09	0.01	0.08	0.08	0.08	0.08	0.01
Basic	4.75	4.60	4.92	4.91	4.76	4.62	4.76	4.76	4.71	4.66	4.54	4.58	0.04	4.74	4.68	4.65	4.62	-0.14
PM Private Label	0.95	0.94	0.90	0.86	0.91	0.90	0.89	0.91	0.91	0.91	0.88	0.88	0.00	0.92	0.92	0.91	0.90	-0.01
RJ Reynolds	26.57	26.64	26.32	25.87	26.14	26.21	26.07	26.28	26.07	26.28	26.26	26.22	-0.04	26.11	26.18	26.21	26.21	0.07
RJR Premium -Shr Prem	22.54	22.50	22.27	21.68	21.87	22.00	21.85	22.14	21.81	21.93	22.05	22.20	0.15	21.84	21.87	21.92	22.00	0.13
RJR Discount -Shr Disc	36.88	37.33	37.07	37.29	37.60	37.67	37.53	37.30	37.63	37.97	37.81	37.27	-0.54	37.61	37.80	37.79	37.67	0.07
B & W (Incl Amer)	14.76	14.59	14.25	13.91	14.13	14.15	14.07	14.30	14.03	14.19	14.13	14.24	0.11	14.10	14.14	14.11	14.15	0.02
B & W Premium -Shr Prem	8.49	8.39	8.32	8.06	8.19	8.23	8.17	8.28	8.20	8.30	8.24	8.20	-0.04	8.21	8.27	8.26	8.23	0.04
B & W Discount -Shr Disc	30.76	30.62	30.00	29.83	30.09	30.26	30.06	30.26	29.89	30.00	30.30	30.84	0.54	29.98	29.95	29.93	30.26	0.17
Lorillard	7.40	7.48	7.48	7.49	7.61	7.59	7.57	7.51	7.55	7.58	7.58	7.64	0.06	7.60	7.57	7.58	7.59	-0.02
Lorillard Premium -Shr Prem	9.69	9.75	9.70	9.68	9.86	9.80	9.78	9.75	9.79	9.82	9.75	9.86	0.11	9.85	9.83	9.82	9.80	-0.06
Lorillard Discount -Shr Disc	1.56	1.63	1.60	1.55	1.55	1.55	1.55	1.57	1.49	1.55	1.63	1.54	-0.09	1.53	1.51	1.55	1.55	0.00
Liggett	1.62	1.61	1.55	1.51	1.56	1.55	1.54	1.57	1.58	1.60	1.52	1.51	-0.01	1.58	1.61	1.61	1.55	-0.01
Liggett Premium -Shr Prem	0.32	0.30	0.28	0.27	0.27	0.27	0.27	0.28	0.27	0.27	0.26	0.27	0.01	0.27	0.27	0.26	0.27	0.00
Liggett Discount -Shr Disc	4.94	5.03	4.95	4.90	5.04	5.06	5.00	4.98	5.16	5.17	4.99	4.93	-0.06	5.13	5.24	5.25	5.06	0.02

Note: Individual OPB brands may not sum to total OPB due to rounding and smaller brands not shown.

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

TOP 25 BRANDS PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
Marlboro	34.22	34.40	35.14	36.19	35.56	35.44	35.72	35.16	35.62	35.34	35.47	35.32	-0.15	35.54	35.43	35.44	35.44	-0.12
Marlboro B4G1F	0.49	1.19	0.64	0.20	0.08	0.05	0.11	0.44	0.05	0.04	0.05	0.04	-0.01	0.07	0.06	0.05	0.05	-0.03
Winston	5.42	5.37	5.32	5.20	5.20	5.21	5.21	5.29	5.07	5.21	5.26	5.30	0.04	5.15	5.16	5.18	5.21	0.01
Winston Select	1.20	1.12	1.03	0.95	0.92	0.93	0.93	1.02	0.90	0.91	0.97	0.94	-0.03	0.91	0.90	0.92	0.93	0.01
Camel	5.78	5.83	5.83	5.75	5.74	5.83	5.77	5.79	5.75	5.78	5.83	5.96	0.13	5.73	5.74	5.76	5.83	0.09
Camel Filters	5.25	5.30	5.29	5.23	5.21	5.32	5.25	5.27	5.23	5.25	5.32	5.46	0.14	5.20	5.21	5.24	5.32	0.11
Camel Non-Filter	0.53	0.54	0.54	0.52	0.53	0.51	0.52	0.53	0.52	0.52	0.51	0.50	-0.01	0.53	0.53	0.52	0.51	-0.02
GPC	5.53	5.42	5.27	5.20	5.31	5.33	5.28	5.34	5.25	5.31	5.33	5.43	0.10	5.30	5.29	5.29	5.33	0.02
Doral	4.80	4.68	4.68	4.69	4.86	4.95	4.83	4.78	4.85	5.06	4.88	4.99	0.11	4.88	4.94	4.94	4.95	0.09
Newport	5.29	5.29	5.37	5.44	5.57	5.60	5.54	5.43	5.56	5.59	5.58	5.67	0.09	5.57	5.56	5.57	5.60	0.03
Basic	4.75	4.60	4.92	4.91	4.76	4.62	4.76	4.76	4.71	4.66	4.54	4.58	0.04	4.74	4.68	4.65	4.62	-0.14
Basic Box	0.00	0.13	0.34	0.42	0.37	0.36	0.39	0.28	0.37	0.35	0.36	0.38	0.02	0.37	0.36	0.36	0.36	-0.01
Salem	3.16	3.14	3.16	3.10	3.14	3.18	3.14	3.15	3.22	3.13	3.19	3.17	-0.02	3.16	3.15	3.17	3.18	0.04
Kool	3.13	3.17	3.19	3.06	3.10	3.16	3.11	3.14	3.12	3.17	3.18	3.15	-0.03	3.11	3.15	3.15	3.16	0.06
Virginia Slims	2.45	2.45	2.43	2.38	2.40	2.46	2.41	2.43	2.46	2.44	2.48	2.45	-0.03	2.42	2.43	2.45	2.46	0.06
Merit	2.80	2.81	2.76	2.71	2.72	2.77	2.73	2.77	2.74	2.70	2.83	2.79	-0.04	2.73	2.74	2.75	2.77	0.05
Benson & Hedges	2.16	2.17	2.07	2.07	2.07	2.11	2.08	2.11	2.07	2.11	2.09	2.16	0.07	2.07	2.09	2.09	2.11	0.04
Cambridge	1.16	1.11	1.00	0.95	0.92	0.89	0.92	1.00	0.91	0.86	0.91	0.89	-0.02	0.92	0.89	0.90	0.89	-0.03
Carlton	1.00	0.97	0.97	0.96	0.99	0.98	0.98	0.98	0.99	0.99	0.96	0.96	0.00	0.99	1.00	0.99	0.98	-0.01
Misty	1.10	1.07	1.07	1.08	1.11	1.10	1.10	1.09	1.15	1.11	1.06	1.09	0.03	1.11	1.12	1.10	1.10	-0.01
Vantage	1.05	1.04	1.04	1.04	1.04	1.04	1.04	1.04	1.07	1.03	1.04	1.03	-0.01	1.05	1.05	1.05	1.04	0.00
Kent	0.69	0.71	0.68	0.65	0.66	0.61	0.64	0.67	0.63	0.60	0.61	0.61	0.00	0.65	0.63	0.63	0.61	-0.05
Pall Mall	0.68	0.67	0.66	0.64	0.66	0.65	0.65	0.66	0.66	0.66	0.64	0.66	0.02	0.66	0.66	0.66	0.65	-0.01
Capri	0.62	0.60	0.60	0.60	0.61	0.62	0.61	0.61	0.61	0.60	0.62	0.63	0.01	0.61	0.61	0.61	0.62	0.01
Monarch	0.76	0.74	0.74	0.75	0.78	0.76	0.76	0.75	0.76	0.78	0.77	0.72	-0.05	0.77	0.77	0.78	0.76	-0.02
Viceroy	0.50	0.48	0.48	0.47	0.47	0.48	0.47	0.48	0.48	0.49	0.49	0.48	-0.01	0.48	0.48	0.48	0.48	0.01
Parliament	0.52	0.52	0.49	0.50	0.58	0.60	0.56	0.53	0.61	0.57	0.60	0.61	0.01	0.60	0.60	0.60	0.60	0.02
Montclair	0.57	0.54	0.51	0.47	0.47	0.47	0.47	0.50	0.47	0.46	0.47	0.47	0.00	0.47	0.46	0.47	0.47	0.00
Now	0.36	0.38	0.37	0.35	0.38	0.38	0.37	0.37	0.39	0.37	0.38	0.38	0.00	0.38	0.38	0.38	0.38	0.00
True	0.43	0.44	0.45	0.43	0.43	0.44	0.43	0.44	0.43	0.44	0.44	0.43	-0.01	0.43	0.44	0.44	0.44	0.01

*Top 25 is based on All Outlets Combined.

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

INTEGRATED DISCOUNT PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
PRIVATE LABEL																		
PM PL	0.95	0.94	0.90	0.86	0.91	0.90	0.89	0.91	0.91	0.91	0.88	0.88	0.00	0.92	0.92	0.91	0.90	-0.01
RJR PL	4.39	4.56	4.31	4.19	4.19	4.00	4.13	4.27	4.12	4.05	4.01	3.84	-0.17	4.17	4.15	4.08	4.00	-0.19
B & W PL (Incl Amer)	0.84	0.86	0.75	0.69	0.70	0.64	0.67	0.74	0.59	0.67	0.63	0.66	0.03	0.67	0.65	0.64	0.64	-0.06
Liggett PL	1.34	1.34	1.29	1.26	1.31	1.31	1.29	1.31	1.34	1.35	1.29	1.27	-0.02	1.34	1.37	1.37	1.31	0.00
Total PL	7.52	7.70	7.26	6.99	7.11	6.85	6.98	7.23	6.96	6.97	6.80	6.66	-0.14	7.09	7.08	7.00	6.85	-0.26
PL Share of Segment																		
PM PL	12.70	12.23	12.46	12.26	12.82	13.09	12.72	12.58	13.09	13.12	12.94	13.19	0.25	12.94	13.04	12.98	13.09	0.27
RJR PL	58.37	59.15	59.37	59.88	58.92	58.48	59.10	59.04	59.20	58.08	58.89	57.74	-1.15	58.82	58.52	58.33	58.48	-0.44
B & W PL (Incl Amer)	11.14	11.21	10.35	9.90	9.78	9.32	9.66	10.29	8.53	9.55	9.20	9.97	0.77	9.40	9.20	9.17	9.32	-0.46
Liggett PL	17.79	17.41	17.82	17.96	18.48	19.19	18.54	18.09	19.26	19.41	18.96	19.10	0.14	18.87	19.30	19.58	19.19	0.71
BRANDED DISCOUNT																		
GPC	5.53	5.42	5.27	5.20	5.31	5.33	5.28	5.34	5.25	5.31	5.33	5.43	0.10	5.30	5.29	5.29	5.33	0.02
Doral	4.80	4.68	4.68	4.69	4.86	4.95	4.83	4.78	4.85	5.06	4.88	4.99	0.11	4.88	4.94	4.94	4.95	0.09
Basic	4.75	4.60	4.92	4.91	4.76	4.62	4.76	4.76	4.71	4.66	4.54	4.58	0.04	4.74	4.68	4.65	4.62	-0.14
Cambridge	1.16	1.11	1.00	0.95	0.92	0.89	0.92	1.00	0.91	0.86	0.91	0.89	-0.02	0.92	0.89	0.90	0.89	-0.03
Misty	1.10	1.07	1.07	1.08	1.11	1.10	1.10	1.09	1.15	1.11	1.06	1.09	0.03	1.11	1.12	1.10	1.10	-0.01
Monarch	0.76	0.74	0.74	0.75	0.78	0.76	0.76	0.75	0.76	0.78	0.77	0.72	-0.05	0.77	0.77	0.78	0.76	-0.02
Montclair	0.57	0.54	0.51	0.47	0.47	0.47	0.47	0.50	0.47	0.46	0.47	0.47	0.00	0.47	0.46	0.47	0.47	0.00
Viceroy	0.50	0.48	0.48	0.47	0.47	0.48	0.47	0.48	0.48	0.49	0.49	0.48	-0.01	0.48	0.48	0.48	0.48	0.01
Old Gold	0.44	0.46	0.44	0.42	0.44	0.44	0.44	0.44	0.42	0.45	0.47	0.44	-0.03	0.44	0.43	0.44	0.44	0.00
Best Value	0.24	0.24	0.24	0.23	0.22	0.25	0.23	0.24	0.24	0.25	0.28	0.24	-0.04	0.23	0.23	0.24	0.25	0.03
Alpine	0.21	0.21	0.20	0.19	0.19	0.21	0.20	0.20	0.22	0.20	0.20	0.21	0.01	0.20	0.20	0.20	0.21	0.02
Raleigh Extra	0.09	0.09	0.08	0.09	0.08	0.08	0.08	0.08	0.07	0.09	0.09	0.07	-0.02	0.08	0.08	0.08	0.08	0.00
Century 25	0.06	0.07	0.06	0.05	0.05	0.06	0.05	0.06	0.06	0.05	0.05	0.05	0.00	0.05	0.05	0.05	0.06	0.01
Bristol	0.08	0.10	0.07	0.07	0.07	0.08	0.08	0.08	0.08	0.07	0.08	0.09	0.01	0.08	0.08	0.08	0.08	0.01
Magna	0.09	0.08	0.07	0.07	0.07	0.07	0.07	0.08	0.06	0.07	0.07	0.06	-0.01	0.07	0.07	0.07	0.07	0.00
Pyramid	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.00
Sterling	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.03	-0.01	0.03	0.03	0.03	0.03	0.00
Daves	0.04	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
All American	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Bucks	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
A/O Branded Discount	0.12	0.15	0.13	0.12	0.09	0.11	0.11	0.14	0.11	0.12	0.09	0.09	0.00	0.06	0.12	0.12	0.11	0.02
Total Branded Discount	20.64	20.17	20.09	19.87	20.00	20.01	19.96	20.13	19.95	20.16	19.90	20.01	0.11	19.99	20.00	20.00	20.01	0.01
Basic Share Of Discount	16.87	16.52	17.97	18.28	17.54	17.21	17.67	17.41	17.51	17.16	16.99	17.18	0.19	17.53	17.29	17.22	17.21	-0.33
Total Discount Category	28.16	27.87	27.36	26.86	27.12	26.85	26.94	27.36	26.91	27.14	26.70	26.66	-0.04	27.07	27.09	27.00	26.85	-0.27

2061551693

Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

COMPANY	PM	RJR	B&W	Lorillard	Liggett
Base December 1995	49.57	26.71	14.64	7.48	1.47
June 22, 1996 (MTD)	50.26	26.21	14.15	7.59	1.55
	0.69	**(0.50)**	**(0.49)**	**0.11**	**0.08**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base December 1995	72.38	27.62	20.66	6.96
June 22, 1996 (MTD)	73.15	26.85	20.01	6.85
	0.77	**(0.77)**	**(0.65)**	**(0.11)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base December 1995	34.24	7.96	5.69	1.27	5.90
June 22, 1996 (MTD)	35.44	8.04	5.21	0.93	5.83
	1.20	**0.08**	**(0.48)**	**(0.34)**	**(0.07)**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base December 1995	5.32	3.14	3.23	1.10	0.37
June 22, 1996 (MTD)	5.60	3.16	3.18	1.04	0.38
	0.28	**0.02**	**(0.05)**	**(0.06)**	**0.01**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base December 1995	4.87	1.06	0.21	4.78	1.10	0.58	0.81	0.25	5.46
June 22, 1996 (MTD)	4.62	0.89	0.21	4.95	1.10	0.47	0.76	0.25	5.33
	(0.25)	**(0.17)**	**0.00**	**0.17**	**0.00**	**(0.11)**	**(0.05)**	**0.00**	**(0.13)**

PRIVATE LABEL	PM	RJR	Liggett	B & W
Base December 1995	1.01	3.96	1.20	0.78
June 22, 1996 (MTD)	0.90	4.00	1.31	0.64
	(0.11)	**0.04**	**0.11**	**(0.14)**

2061551694

Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

COMPANY	PM	RJR	B&W	Lorillard	Liggett
Base 4th Quarter 1995	49.12	26.74	14.92	7.56	1.51
June 22, 1996 (QTD)	50.53	26.07	14.07	7.57	1.54
	1.41	**(0.67)**	**(0.85)**	**0.01**	**0.03**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base 4th Quarter 1995	72.05	27.95	20.78	7.18
June 22, 1996 (QTD)	73.06	26.94	19.96	6.98
	1.01	**(1.01)**	**(0.82)**	**(0.20)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base 4th Quarter 1995	33.83	7.98	5.66	1.35	5.86
June 22, 1996 (QTD)	35.72	7.89	5.21	0.93	5.77
	1.89	**(0.09)**	**(0.45)**	**(0.42)**	**(0.09)**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base 4th Quarter 1995	5.34	3.17	3.25	1.10	0.38
June 22, 1996 (QTD)	5.54	3.11	3.14	1.04	0.37
	0.20	**(0.06)**	**(0.11)**	**(0.06)**	**(0.01)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base 4th Quarter 1995	4.73	1.06	0.22	4.70	1.10	0.61	0.84	0.26	5.67
June 22, 1996 (QTD)	4.76	0.92	0.20	4.83	1.10	0.47	0.76	0.23	5.28
	0.03	**(0.14)**	**(0.02)**	**0.13**	**0.00**	**(0.14)**	**(0.08)**	**(0.03)**	**(0.39)**

PRIVATE LABEL	PM	RJR	Liggett	B & W
Base 4th Quarter 1995	1.08	4.08	1.21	0.80
June 22, 1996 (QTD)	0.89	4.13	1.29	0.67
	(0.19)	**0.05**	**0.08**	**(0.13)**

2061551695

Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

COMPANY	PM	RJR	B&W	Lorillard	Liggett
Base Full Year 1995	48.56	27.02	15.51	7.31	1.48
June 22, 1996 (YTD)	50.14	26.28	14.30	7.51	1.57
	1.58	**(0.74)**	**(1.21)**	**0.20**	**0.09**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base Full Year 1995	70.78	29.22	21.76	7.47
June 22, 1996 (YTD)	72.64	27.36	20.13	7.23
	1.86	**(1.86)**	**(1.63)**	**(0.24)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base Full Year 1995	33.17	7.87	5.61	1.30	5.55
June 22, 1996 (YTD)	35.16	7.93	5.29	1.02	5.79
	1.99	**0.06**	**(0.32)**	**(0.28)**	**0.24**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base Full Year 1995	5.08	3.18	3.30	1.10	0.37
June 22, 1996 (YTD)	5.43	3.14	3.15	1.04	0.37
	0.35	**(0.04)**	**(0.15)**	**(0.06)**	**0.00**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base Full Year 1995	4.70	1.11	0.24	4.72	1.10	0.82	1.17	0.33	5.89
June 22, 1996 (YTD)	4.76	1.00	0.20	4.78	1.09	0.50	0.75	0.24	5.34
	0.06	**(0.11)**	**(0.04)**	**0.06**	**(0.01)**	**(0.32)**	**(0.42)**	**(0.09)**	**(0.55)**

PRIVATE LABEL	PM	RJR	Liggett	B & W
Base Full Year 1995	1.23	4.22	1.17	0.85
June 22, 1996 (YTD)	0.91	4.27	1.31	0.74
	(0.32)	**0.05**	**0.14**	**(0.11)**

2061551696

Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

NIELSEN WEEKLY 800 C-STORE REPORT
% STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				TOTAL MONEY OFF				OTHER			
	6/1	6/8	6/15	6/22	6/1	6/8	6/15	6/22	6/1	6/8	6/15	6/22	6/1	6/8	6/15	6/22	6/1	6/8	6/15	6/22
Philip Morris					25	29	28	23	15	15	12	13					40	38	40	39
PM Premium					11	16	16	14	5	4	4	5					40	38	40	39
PM Discount					16	17	15	14	12	11	9	9								
PM Brd Disc					5	5	4	4	3	3	2	2								
PM PL					0	0	0	0	0	0	0	0								
Marlboro	31	27	30	40	8	8	7	5	3	2	2	3	18	17	18	32	39	37	39	38
Benson & Hedges	10	16	23	16	0	0	0	0	0	0	0	0	8	15	21	14	2	2	1	1
Merit	13	21	25	17	3	3	2	2	1	1	1	0	9	18	22	15				
Virginia Slims	19	24	27	22	7	8	8	7	2	2	2	2	11	17	22	16	3	3	2	2
Parliament	7	10	11	9	3	3	3	2	0	0	0	0	4	6	7	5				
Saratoga	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	9	10	10	10	3	3	3	3	4	3	3	3	3	5	4	5	0	0	0	1
Alpine	0	0	0	0	2	2	2	2	0	0	0	0	0	0	0	0				
Bristol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Basic	30	30	27	34	14	15	13	13	9	9	7	8	11	12	11	22	1	0	1	0
PM Private Label	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
RJ Reynolds					22	24	25	26	26	23	20	20					21	23	24	22
RJR Premium					5	8	14	16	23	21	17	18					18	20	21	19
RJR Discount					18	19	16	16	8	6	6	5					5	5	4	4
B & W (Incl American)					4	3	6	5	2	2	2	2								
B & W Premium					4	3	5	5	0	0	0	0								
B & W Discount					0	0	1	1	2	2	2	2								
Lorillard					2	2	2	2	1	1	1	1					1	1	1	1
Lorillard Premium					2	2	2	2	1	1	1	1					1	1	1	1
Lorillard Discount					0	0	0	0	0	0	0	0								
Liggett					0	0	0	0	0	0	0	0								
Liggett Premium					0	0	0	0	0	0	0	0								
Liggett Discount					0	0	0	0	0	0	0	0								

NOTE:
Total Any Promo and Total Money Off are calculated from the Nielsen Store Level Database (unprojected).
Total Money Off Includes: Visible Money Off (Buy Down Stickers, Buy Down Signage and IRCs) and Non-visible Money Off.
Other Includes: Refunds, Sweepstakes and Mail-ins.
Total (Any Promo) includes: Free Goods, Incentives, Total Money Off, Temporary Displays and Features (Does not include Other).

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Source: Nielsen.

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

NIELSEN WEEKLY 800 C-STORE REPORT
% STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				TOTAL MONEY OFF				OTHER			
	6/1	6/8	6/15	6/22	6/1	6/8	6/15	6/22	6/1	6/8	6/15	6/22	6/1	6/8	6/15	6/22	6/1	6/8	6/15	6/22
Marlboro	31	27	30	40	8	8	7	5	3	2	2	3	18	17	18	32	39	37	39	38
Winston	40	41	42	46	1	2	4	4	5	6	7	6	36	37	38	42	1	1	1	0
Camel	45	45	44	49	1	4	8	11	14	13	9	10	37	38	38	42	18	19	20	19
GPC	41	40	40	40	0	0	0	0	1	1	1	1	40	39	39	39				
Doral	47	47	50	50	18	18	16	16	8	6	6	5	40	42	44	44	5	5	4	4
Newport	28	27	26	28	0	0	0	0	1	1	1	1	26	25	24	25	1	0	0	0
Basic	30	30	27	34	14	15	13	13	9	9	7	6	11	12	11	22	1	0	1	0
Salem	17	19	19	20	0	0	0	0	0	0	0	0	16	18	18	19				
Kool	31	28	31	33	3	3	5	5	0	0	0	0	28	27	28	30				
Virginia Slims	19	24	27	22	7	8	8	7	2	2	2	2	11	17	22	16	3	3	2	2
Merit	13	21	25	17	3	3	2	2	1	1	1	0	9	18	22	15				
Benson & Hedges	10	16	23	16	0	0	0	0	0	0	0	0	8	15	21	14	2	2	1	1
Cambridge	9	10	10	10	3	3	3	3	4	3	3	3	3	5	4	5	0	0	0	1
Carlton	22	20	21	19	1	0	0	0	0	0	0	0	21	19	19	18				
Misty	25	24	25	24	0	0	0	0	1	1	2	2	23	23	24	22				
Vantage	9	9	8	8	0	0	0	0	0	0	0	0	9	8	7	8				
Kent	7	8	7	8	0	0	0	0	0	0	0	0	7	8	7	8				
Pall Mall	5	5	4	5	0	0	0	0	0	0	0	0	5	5	4	5				
Capri	9	8	7	7	0	0	0	0	0	0	0	0	9	8	7	7				
Monarch	10	11	11	12	0	0	0	0	0	0	0	0	9	10	11	12				
Viceroy	4	4	3	4	0	0	0	0	0	0	0	0	4	4	2	3				
Parliament	7	10	11	9	3	3	3	2	0	0	0	0	4	6	7	5				
Montclair	8	8	8	8	0	0	0	0	0	0	0	0	7	8	8	8				
Now	2	3	2	2	0	0	0	0	0	0	0	0	2	3	2	2				
More	5	5	4	3	0	0	0	0	0	0	0	0	5	5	4	3				

NOTE:
Total Any Promo and Total Money Off are calculated from the Nielsen Store Level Database (unprojected).
Total Money Off includes: Visible Money Off (Buy Down Stickers, Buy Down Signage and IRCs) and Non-visible Money Off.
Other includes: Refunds, Sweepstakes and Mail-ins.
Total (Any Promo) includes: Free Goods, Incentives, Total Money Off, Temporary Displays and Features (Does not include Other).

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Source: Nielsen.

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

NIELSEN WEEKLY 800 C-STORE REPORT
% STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				TOTAL MONEY OFF				OTHER			
	6/1	6/8	6/15	6/22	6/1	6/8	6/15	6/22	6/1	6/8	6/15	6/22	6/1	6/8	6/15	6/22	6/1	6/8	6/15	6/22
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
RJR PL	5	6	5	6	0	0	0	0	0	0	0	0	5	5	4	5				
B & W PL(Incl. Amer)	1	2	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
Liggett PL	2	2	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
Total PL					0	0	0	0	0	0	0	0								
GPC	41	40	40	40	0	0	0	0	1	1	1	1	40	39	39	39				
Doral	47	47	50	50	18	18	16	16	8	6	6	5	40	42	44	44	5	5	4	4
Basic	30	30	27	34	14	15	13	13	9	9	7	6	11	12	11	22	1	0	1	0
Cambridge	9	10	10	10	3	3	3	3	4	3	3	3	3	5	4	5	0	0	0	1
Misty	25	24	25	24	0	0	0	0	1	1	2	2	23	23	24	22				
Monarch	10	11	11	12	0	0	0	0	0	0	0	0	9	10	11	12				
Montclair	8	8	8	8	0	0	0	0	0	0	0	0	7	8	8	8				
Viceroy	4	4	3	4	0	0	0	0	0	0	0	0	4	4	2	3				
Old Gold	17	18	18	17	0	0	0	0	0	0	0	0	16	17	17	16				
Best Value	1	1	1	2	0	0	0	0	0	0	0	0	1	1	1	2				
Alpine	0	0	0	0	2	2	2	2	0	0	0	0	0	0	0	0				
Raleigh Extra	1	1	2	1	0	0	0	0	0	0	0	0	1	0	1	1				
Century 25					0	0	0	0	0	0	0	0								
Bristol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Magna	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Pyramid	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Sterling	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Daves	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0	0				
All American					0	0	0	0	0	0	0	0								
Bucks					0	0	0	0	0	0	0	0	0	0	0	0				
Total Branded Discount					22	22	19	19	12	10	9	9					5	6	5	5
Total Discount Category					30	31	28	28	19	18	15	15					5	6	5	5

NOTE:
Total Any Promo and Total Money Off are calculated from the Nielsen Store Level Database (unprojected).
Total Money Off includes: Visible Money Off (Buy Down Stickers, Buy Down Signage and IRCs) and Non-visible Money Off.
Other includes: Refunds, Sweepstakes and Mail-ins.
Total (Any Promo) includes: Free Goods, Incentives, Total Money Off, Temporary Displays and Features (Does not include Other).

2061551699

Source: Nielsen.

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

INTEGRATED MANUFACTURER PERFORMANCE
SUPERMARKETS
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
Philip Morris	43.91	43.64	43.59	43.83	44.15	44.28	44.08	43.88	44.46	43.95	44.22	44.41	0.19	44.29	44.31	44.28	44.26	0.11
PM Premium	36.53	36.47	36.47	36.78	37.11	37.14	37.02	36.74	37.37	36.78	37.12	37.29	0.17	37.24	37.22	37.17	37.14	0.03
PM Discount	7.38	7.17	7.12	7.05	7.04	7.12	7.07	7.14	7.09	7.17	7.10	7.12	0.02	7.04	7.09	7.11	7.12	0.08
PM Branded Discount	6.94	6.73	6.72	6.66	6.67	6.77	6.70	6.75	6.73	6.82	6.75	6.79	0.04	6.68	6.73	6.76	6.77	0.10
PM Private Label	0.44	0.44	0.40	0.38	0.37	0.34	0.36	0.40	0.35	0.35	0.34	0.33	-0.01	0.36	0.36	0.35	0.34	-0.03
PM Assorted Promo	0.12	0.12	0.16	0.12	0.11	0.12	0.12	0.12	0.16	0.13	0.11	0.09	-0.02	0.12	0.13	0.13	0.12	0.01
RJ Reynolds	29.58	29.85	30.04	29.63	29.14	29.22	29.32	29.59	29.20	29.28	29.19	29.20	0.01	29.11	29.12	29.16	29.22	0.08
RJR Premium	19.34	19.45	19.91	19.63	19.24	19.35	19.40	19.50	19.46	19.31	19.29	19.32	0.03	19.29	19.31	19.34	19.35	0.11
RJR Discount	10.24	10.40	10.13	10.00	9.90	9.87	9.92	10.09	9.73	9.96	9.90	9.88	-0.02	9.82	9.81	9.83	9.87	-0.03
RJR Branded Discount	7.27	7.33	7.11	7.11	7.16	7.23	7.17	7.20	7.14	7.27	7.26	7.25	-0.01	7.13	7.16	7.19	7.23	0.07
RJR Private Label	2.96	3.08	3.01	2.89	2.74	2.64	2.75	2.89	2.59	2.69	2.64	2.63	-0.01	2.69	2.65	2.63	2.64	-0.10
RJR Assorted Promo	0.21	0.22	0.21	0.23	0.19	0.20	0.21	0.21	0.20	0.19	0.20	0.21	0.01	0.19	0.20	0.20	0.20	0.01
B & W (Incl American)	17.29	17.24	17.10	17.28	17.39	17.27	17.31	17.26	17.14	17.49	17.31	17.15	-0.16	17.32	17.32	17.30	17.27	-0.12
B & W Premium	8.78	8.71	8.79	8.91	8.86	8.75	8.84	8.80	8.80	8.71	8.80	8.71	-0.09	8.83	8.80	8.78	8.75	-0.11
B & W Discount	8.51	8.52	8.31	8.37	8.53	8.52	8.47	8.45	8.34	8.78	8.50	8.44	-0.06	8.48	8.52	8.53	8.52	-0.01
B & W Branded Discount	7.95	7.96	7.81	7.90	8.12	8.14	8.06	7.97	7.97	8.40	8.13	8.06	-0.07	8.08	8.12	8.14	8.14	0.02
B & W Private Label	0.57	0.57	0.50	0.46	0.41	0.38	0.41	0.48	0.37	0.39	0.37	0.37	0.00	0.40	0.39	0.38	0.38	-0.03
Lorillard	6.68	6.78	6.80	6.76	6.80	6.74	6.76	6.76	6.75	6.68	6.80	6.72	-0.08	6.79	6.76	6.76	6.74	-0.06
Lorillard Premium	6.14	6.22	6.25	6.22	6.25	6.19	6.22	6.21	6.20	6.14	6.24	6.17	-0.07	6.24	6.21	6.21	6.19	-0.06
Lorillard Discount	0.54	0.56	0.55	0.53	0.55	0.55	0.54	0.55	0.54	0.54	0.56	0.55	-0.01	0.55	0.55	0.55	0.55	0.00
Liggett	2.13	2.08	2.10	2.11	2.10	2.09	2.10	2.11	2.05	2.15	2.07	2.10	0.03	2.08	2.08	2.08	2.09	-0.01
Liggett Premium	0.89	0.91	0.91	0.93	0.91	0.90	0.91	0.91	0.90	0.91	0.89	0.90	0.01	0.91	0.91	0.90	0.90	-0.01
Liggett Discount	1.24	1.18	1.18	1.18	1.19	1.19	1.19	1.20	1.14	1.24	1.18	1.20	0.02	1.17	1.17	1.18	1.19	0.00
Lig Branded Discount	0.21	0.17	0.16	0.17	0.18	0.16	0.17	0.18	0.17	0.17	0.15	0.14	-0.01	0.18	0.17	0.16	0.16	-0.02
Lig Private Label	1.03	1.01	1.02	1.01	1.01	1.04	1.02	1.02	0.98	1.08	1.03	1.06	0.03	1.00	1.01	1.02	1.04	0.03
A/O Co-International	0.40	0.41	0.37	0.40	0.42	0.42	0.41	0.41	0.41	0.45	0.41	0.43	0.02	0.42	0.42	0.42	0.42	0.00

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

INTEGRATED NIELSEN PERFORMANCE
SUPERMARKETS
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
Philip Morris	43.91	43.64	43.59	43.83	44.15	44.26	44.08	43.88	44.46	43.95	44.22	44.41	0.19	44.29	44.31	44.28	44.26	0.11
PM Premium-Shr Prem	50.87	50.73	50.34	50.67	51.20	51.25	51.04	50.82	51.29	51.08	51.22	51.41	0.19	51.27	51.28	51.25	51.25	0.05
PM Discount-Shr Disc	26.18	25.51	25.84	25.70	25.58	25.85	25.71	25.78	26.11	25.61	25.78	25.92	0.14	25.74	25.86	25.87	25.85	0.27
PM Brd Disc-Shr Brd Disc	29.92	29.26	29.71	29.39	29.02	29.26	29.23	29.44	29.47	29.02	29.20	29.43	0.23	29.15	29.25	29.26	29.28	0.26
PM PL-Shr PL	8.78	8.56	8.10	8.06	8.17	7.82	8.02	8.25	8.21	7.79	7.78	7.52	-0.26	8.17	8.09	8.01	7.82	-0.35
Marlboro	25.75	25.86	25.84	26.01	26.51	26.64	26.39	26.09	26.81	26.33	26.55	26.89	0.34	26.64	26.65	26.62	26.64	0.13
Red	8.59	8.59	8.58	8.57	8.74	8.78	8.70	8.64	8.81	8.73	8.72	8.85	0.13	8.77	8.78	8.76	8.78	0.04
Lights NM	12.31	12.40	12.41	12.56	12.78	12.85	12.73	12.54	12.98	12.65	12.79	13.01	0.22	12.87	12.86	12.84	12.85	0.07
Gold	2.40	2.42	2.39	2.41	2.42	2.45	2.43	2.41	2.44	2.43	2.47	2.45	-0.02	2.43	2.44	2.44	2.45	0.03
Medium	1.41	1.39	1.39	1.40	1.45	1.45	1.43	1.42	1.45	1.44	1.45	1.45	0.00	1.45	1.45	1.45	1.45	0.00
Menthol	0.89	0.91	0.91	0.91	0.95	0.95	0.93	0.92	0.97	0.92	0.96	0.97	0.01	0.96	0.95	0.95	0.95	0.00
Other PM Premium	10.77	10.60	10.61	10.77	10.61	10.50	10.63	10.65	10.57	10.45	10.57	10.40	-0.17	10.60	10.57	10.55	10.50	-0.11
Benson & Hedges	2.88	2.80	2.82	2.90	2.85	2.81	2.85	2.84	2.84	2.80	2.81	2.78	-0.03	2.85	2.84	2.82	2.81	-0.04
Merit	3.24	3.15	3.21	3.26	3.20	3.14	3.20	3.20	3.20	3.06	3.19	3.12	-0.07	3.20	3.16	3.16	3.14	-0.06
Virginia Slims	3.72	3.74	3.65	3.66	3.61	3.61	3.63	3.66	3.59	3.65	3.64	3.55	-0.09	3.60	3.62	3.63	3.61	0.00
Parliament	0.72	0.70	0.72	0.72	0.72	0.72	0.72	0.72	0.71	0.72	0.72	0.72	0.00	0.72	0.72	0.72	0.72	0.00
Saratoga	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.15	0.16	0.01	0.16	0.16	0.16	0.16	0.00
Cambridge	2.22	2.21	2.09	1.95	1.97	1.98	1.97	2.07	1.95	2.01	2.00	1.96	-0.04	1.96	1.97	1.98	1.98	0.01
Alpine	0.45	0.43	0.42	0.41	0.42	0.41	0.41	0.42	0.39	0.42	0.41	0.42	0.01	0.41	0.41	0.41	0.41	-0.01
Bristol	0.11	0.11	0.11	0.13	0.13	0.12	0.13	0.12	0.13	0.12	0.12	0.13	0.01	0.13	0.13	0.12	0.12	-0.01
Basic	4.04	3.86	3.98	4.04	4.03	4.14	4.07	4.01	4.14	4.13	4.10	4.17	0.07	4.06	4.10	4.12	4.14	0.11
PM Private Label	0.44	0.44	0.40	0.38	0.37	0.34	0.36	0.40	0.35	0.35	0.34	0.33	-0.01	0.36	0.36	0.35	0.34	-0.03
RJ Reynolds	29.58	29.85	30.04	29.63	29.14	29.22	29.32	29.59	29.20	29.28	29.19	29.20	0.01	29.11	29.12	29.16	29.22	0.08
RJR Premium -Shr Prem	26.94	27.06	27.48	27.04	26.54	26.70	26.75	26.98	26.71	26.82	26.61	26.64	0.03	26.55	26.61	26.66	26.70	0.16
RJR Discount -Shr Disc	36.30	37.02	36.75	36.47	35.99	35.85	36.10	36.41	35.87	35.60	35.98	35.97	-0.01	35.90	35.77	35.77	35.85	-0.14
B & W (Incl American)	17.29	17.24	17.10	17.28	17.39	17.27	17.31	17.26	17.14	17.49	17.31	17.15	-0.16	17.32	17.32	17.30	17.27	-0.12
B & W Premium -Shr Prem	12.23	12.12	12.13	12.27	12.22	12.08	12.19	12.18	12.07	12.09	12.15	12.01	-0.14	12.16	12.12	12.10	12.08	-0.14
B & W Discount -Shr Disc	30.19	30.33	30.16	30.53	31.01	30.95	30.83	30.50	30.75	31.40	30.90	30.72	-0.18	31.00	31.06	31.03	30.95	-0.06
Lorillard	6.68	6.78	6.80	6.76	6.80	6.74	6.76	6.76	6.75	6.68	6.80	6.72	-0.08	6.79	6.76	6.76	6.74	-0.06
Lorillard Premium -Shr Prem	8.56	8.65	8.62	8.57	8.62	8.54	8.58	8.60	8.51	8.53	8.61	8.50	-0.11	8.59	8.56	8.56	8.54	-0.02
Lorillard Discount -Shr Disc	1.90	1.99	2.01	1.95	2.00	1.99	1.98	1.97	2.00	1.93	2.04	1.99	-0.05	2.00	2.00	2.00	1.99	-0.01
Liggett	2.13	2.08	2.10	2.11	2.10	2.09	2.10	2.11	2.05	2.15	2.07	2.10	0.03	2.08	2.08	2.08	2.09	-0.01
Liggett Premium -Shr Prem	1.24	1.26	1.26	1.28	1.26	1.24	1.26	1.26	1.24	1.27	1.22	1.24	0.02	1.25	1.25	1.25	1.24	-0.02
Liggett Discount -Shr Disc	4.40	4.19	4.30	4.30	4.34	4.33	4.33	4.32	4.22	4.44	4.30	4.36	0.06	4.28	4.27	4.28	4.33	-0.01

Note: Individual OPB brands may not sum to total OPB due to rounding and smaller brands not shown.

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

TOP 25 BRANDS PERFORMANCE
SUPERMARKETS
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
Marlboro	25.75	25.86	25.84	26.01	26.51	26.64	26.39	26.09	26.81	26.33	26.55	26.89	0.34	26.64	26.65	26.62	26.64	0.13
Marlboro B4G1F	0.19	0.34	0.20	0.08	0.05	0.03	0.05	0.15	0.04	0.03	0.02	0.02	0.00	0.04	0.04	0.03	0.03	-0.02
Winston	6.83	6.90	7.18	6.81	6.60	6.73	6.71	6.85	6.79	6.73	6.68	6.74	0.06	6.64	6.67	6.71	6.73	0.13
Winston Select	0.99	0.95	1.01	0.91	0.84	0.84	0.86	0.93	0.85	0.84	0.84	0.83	-0.01	0.84	0.84	0.84	0.84	0.00
Camel	3.97	4.04	4.07	4.14	4.07	4.16	4.13	4.07	4.21	4.16	4.18	4.11	-0.07	4.11	4.14	4.16	4.16	0.09
Camel Filters	3.18	3.22	3.26	3.33	3.28	3.35	3.32	3.27	3.40	3.35	3.37	3.30	-0.07	3.31	3.33	3.35	3.35	0.07
Camel Non-Filter	0.78	0.82	0.82	0.81	0.80	0.81	0.80	0.81	0.81	0.81	0.81	0.80	-0.01	0.80	0.80	0.81	0.81	0.01
GPC	4.20	4.26	4.22	4.23	4.41	4.48	4.38	4.30	4.31	4.73	4.46	4.41	-0.05	4.39	4.45	4.48	4.48	0.07
Doral	5.63	5.70	5.65	5.65	5.77	5.89	5.77	5.71	5.80	5.93	5.91	5.89	-0.02	5.77	5.81	5.85	5.89	0.12
Newport	2.88	2.94	2.95	2.92	2.99	3.00	2.97	2.95	3.04	2.97	3.03	2.99	-0.04	3.00	3.00	3.01	3.00	0.01
Basic	4.04	3.86	3.98	4.04	4.03	4.14	4.07	4.01	4.14	4.13	4.10	4.17	0.07	4.06	4.10	4.12	4.14	0.11
Basic Box	0.00	0.02	0.08	0.13	0.14	0.16	0.14	0.08	0.15	0.15	0.15	0.17	0.02	0.14	0.15	0.15	0.16	0.02
Salem	4.74	4.69	4.81	4.77	4.74	4.67	4.73	4.74	4.68	4.67	4.67	4.68	0.01	4.73	4.71	4.69	4.67	-0.07
Kool	2.61	2.61	2.60	2.67	2.66	2.64	2.66	2.64	2.67	2.63	2.65	2.63	-0.02	2.66	2.66	2.65	2.64	-0.02
Virginia Slims	3.72	3.74	3.65	3.66	3.61	3.61	3.63	3.66	3.59	3.65	3.64	3.55	-0.09	3.60	3.62	3.63	3.61	0.00
Merit	3.24	3.15	3.21	3.26	3.20	3.14	3.20	3.20	3.20	3.06	3.19	3.12	-0.07	3.20	3.16	3.16	3.14	-0.06
Benson & Hedges	2.88	2.80	2.82	2.90	2.85	2.81	2.85	2.84	2.84	2.80	2.81	2.78	-0.03	2.85	2.84	2.82	2.81	-0.04
Cambridge	2.22	2.21	2.09	1.95	1.97	1.98	1.97	2.07	1.95	2.01	2.00	1.96	-0.04	1.96	1.97	1.98	1.98	0.01
Carlton	2.22	2.21	2.30	2.31	2.29	2.26	2.29	2.26	2.27	2.24	2.28	2.25	-0.03	2.29	2.28	2.28	2.26	-0.03
Misty	1.75	1.72	1.70	1.73	1.75	1.75	1.75	1.73	1.74	1.75	1.75	1.76	0.01	1.75	1.75	1.75	1.75	0.00
Vantage	1.77	1.77	1.75	1.78	1.77	1.75	1.77	1.76	1.75	1.74	1.73	1.75	0.02	1.76	1.76	1.75	1.75	-0.02
Kent	1.58	1.57	1.57	1.57	1.55	1.52	1.55	1.56	1.51	1.52	1.53	1.51	-0.02	1.54	1.53	1.52	1.52	-0.03
Pall Mall	1.47	1.48	1.47	1.47	1.46	1.44	1.45	1.46	1.42	1.44	1.44	1.44	0.00	1.44	1.44	1.43	1.44	-0.02
Capri	1.05	1.00	1.00	1.01	1.01	0.99	1.00	1.01	1.01	0.97	1.00	0.99	-0.01	1.01	1.00	0.99	0.99	-0.02
Monarch	0.62	0.59	0.51	0.49	0.49	0.48	0.49	0.53	0.48	0.49	0.49	0.47	-0.02	0.49	0.48	0.49	0.48	-0.01
Viceroy	0.93	0.93	0.92	0.93	0.95	0.92	0.93	0.93	0.93	0.94	0.92	0.91	-0.01	0.94	0.93	0.93	0.92	-0.03
Parliament	0.72	0.70	0.72	0.72	0.72	0.72	0.72	0.72	0.71	0.72	0.72	0.72	0.00	0.72	0.72	0.72	0.72	0.00
Montclair	0.84	0.82	0.77	0.80	0.81	0.78	0.80	0.80	0.79	0.76	0.79	0.76	-0.03	0.80	0.79	0.78	0.78	-0.03
Now	0.99	0.99	1.02	1.03	1.00	0.98	1.00	1.00	0.99	0.97	0.98	0.98	0.00	1.00	0.99	0.98	0.98	-0.02
True	0.81	0.81	0.81	0.83	0.82	0.80	0.82	0.81	0.79	0.80	0.80	0.81	0.01	0.81	0.81	0.80	0.80	-0.01

* Top 25 is Based on All Outlets Combined.

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

INTEGRATED DISCOUNT PERFORMANCE
SUPERMARKETS
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
Private Label																		
PM PL	0.44	0.44	0.40	0.38	0.37	0.34	0.36	0.40	0.35	0.35	0.34	0.33	-0.01	0.36	0.36	0.35	0.34	-0.03
RJR PL	2.96	3.08	3.01	2.89	2.74	2.64	2.75	2.89	2.59	2.69	2.64	2.63	-0.01	2.69	2.65	2.63	2.64	-0.10
B & W PL (Incl Amer)	0.57	0.57	0.50	0.46	0.41	0.38	0.41	0.48	0.37	0.39	0.37	0.37	0.00	0.40	0.39	0.38	0.38	-0.03
Liggett PL	1.03	1.01	1.02	1.01	1.01	1.04	1.02	1.02	0.98	1.08	1.03	1.06	0.03	1.00	1.01	1.02	1.04	0.03
Total PL	4.99	5.09	4.93	4.74	4.53	4.39	4.55	4.79	4.28	4.50	4.39	4.39	0.00	4.44	4.40	4.38	4.39	-0.14
PL Share of Segment																		
PM PL	8.78	8.56	8.10	8.06	8.17	7.82	8.02	8.25	8.21	7.79	7.78	7.52	-0.26	8.17	8.09	8.01	7.82	-0.35
RJR PL	59.32	60.49	61.10	60.90	60.55	60.07	60.51	60.39	60.47	59.77	60.18	59.90	-0.28	60.48	60.16	60.13	60.07	-0.48
B & W PL (Incl Amer)	11.36	11.11	10.08	9.77	8.97	8.57	9.11	10.03	8.61	8.60	8.53	8.53	0.00	8.97	8.91	8.75	8.57	-0.40
Liggett PL	20.54	19.85	20.72	21.27	22.31	23.62	22.39	21.34	22.87	24.02	23.52	24.05	0.53	22.42	22.92	23.20	23.62	1.31
BRANDED DISCOUNT																		
GPC	4.20	4.26	4.22	4.23	4.41	4.48	4.38	4.30	4.31	4.73	4.46	4.41	-0.05	4.39	4.45	4.48	4.48	0.07
Doral	5.63	5.70	5.65	5.65	5.77	5.89	5.77	5.71	5.80	5.93	5.91	5.89	-0.02	5.77	5.81	5.85	5.89	0.12
Basic	4.04	3.86	3.98	4.04	4.03	4.14	4.07	4.01	4.14	4.13	4.10	4.17	0.07	4.06	4.10	4.12	4.14	0.11
Cambridge	2.22	2.21	2.09	1.95	1.97	1.98	1.97	2.07	1.95	2.01	2.00	1.96	-0.04	1.96	1.97	1.98	1.98	0.01
Misty	1.75	1.72	1.70	1.73	1.75	1.75	1.75	1.73	1.74	1.75	1.75	1.76	0.01	1.75	1.75	1.75	1.75	0.00
Monarch	0.62	0.59	0.51	0.49	0.49	0.48	0.49	0.53	0.48	0.49	0.49	0.47	-0.02	0.49	0.48	0.49	0.48	-0.01
Montclair	0.84	0.82	0.77	0.80	0.81	0.78	0.80	0.80	0.79	0.76	0.79	0.76	-0.03	0.80	0.79	0.78	0.78	-0.03
Viceroy	0.93	0.93	0.92	0.93	0.95	0.92	0.93	0.93	0.93	0.94	0.92	0.91	-0.01	0.94	0.93	0.93	0.92	-0.03
Old Gold	0.54	0.56	0.55	0.53	0.56	0.57	0.56	0.55	0.56	0.56	0.58	0.57	-0.01	0.56	0.57	0.57	0.57	0.01
Best Value	0.72	0.72	0.65	0.66	0.61	0.58	0.62	0.66	0.58	0.57	0.58	0.60	0.02	0.59	0.58	0.58	0.58	-0.03
Alpine	0.45	0.43	0.42	0.41	0.42	0.41	0.41	0.42	0.39	0.42	0.41	0.42	0.01	0.41	0.41	0.41	0.41	-0.01
Raleigh Extra	0.17	0.15	0.15	0.14	0.14	0.15	0.15	0.15	0.15	0.15	0.16	0.15	-0.01	0.14	0.14	0.15	0.15	0.01
Century 25	0.20	0.22	0.21	0.21	0.20	0.20	0.20	0.21	0.20	0.20	0.19	0.20	0.01	0.20	0.20	0.20	0.20	0.00
Bristol	0.11	0.11	0.11	0.13	0.13	0.12	0.13	0.12	0.13	0.12	0.12	0.13	0.01	0.13	0.13	0.12	0.12	-0.01
Magna	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.04	0.05	0.01	0.05	0.05	0.05	0.05	0.00
Pyramid	0.17	0.12	0.11	0.13	0.14	0.11	0.13	0.13	0.12	0.12	0.11	0.10	-0.01	0.13	0.12	0.12	0.11	-0.03
Sterling	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.00	0.04	0.04	0.04	0.04	0.00
Daves	0.03	0.03	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.02	-0.01	0.02	0.02	0.02	0.02	0.00
All American	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Bucks	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	-0.01	0.02	0.02	0.02	0.02	0.00
A/O Branded Discount	0.42	0.43	0.41	0.46	0.43	0.41	0.41	0.43	0.42	0.44	0.39	0.41	0.02	0.44	0.43	0.40	0.41	-0.02
Total Branded Discount	23.20	23.02	22.62	22.67	22.97	23.13	22.93	22.93	22.85	23.48	23.13	23.07	-0.06	22.92	23.02	23.09	23.13	0.16
Basic Share Of Discount	14.33	13.72	14.45	14.73	14.66	15.03	14.81	14.48	15.26	14.78	14.91	15.17	0.26	14.82	14.94	15.00	15.03	0.37
Total Discount Category	28.20	28.11	27.56	27.41	27.50	27.53	27.48	27.71	27.13	27.98	27.52	27.47	-0.05	27.36	27.42	27.47	27.53	0.03

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

INTEGRATED MANUFACTURER PERFORMANCE
MASS MERCHANDISERS
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
Philip Morris	56.79	57.44	57.30	58.20	57.55	58.24	58.00	57.59	57.59	57.78	57.69	59.83	2.14	57.69	57.78	57.70	58.24	0.69
PM Premium	46.78	47.22	46.92	47.84	47.18	47.86	47.63	47.30	47.33	47.05	47.52	49.50	1.98	47.39	47.35	47.32	47.86	0.68
PM Discount	10.00	10.22	10.38	10.36	10.38	10.37	10.37	10.30	10.26	10.74	10.17	10.33	0.16	10.30	10.43	10.37	10.37	-0.01
PM Branded Discount	8.58	8.83	9.01	9.03	8.98	9.02	9.01	8.92	8.88	9.33	8.73	9.13	0.40	8.94	9.06	8.99	9.02	0.04
PM Private Label	1.42	1.39	1.37	1.33	1.40	1.35	1.36	1.38	1.38	1.41	1.44	1.20	-0.24	1.36	1.37	1.39	1.35	-0.05
PM Assorted Promo	0.04	0.15	0.08	0.03	0.12	0.17	0.11	0.10	0.23	0.13	0.13	0.18	0.05	0.17	0.19	0.18	0.17	0.05
RJ Reynolds	24.94	24.08	24.17	23.78	23.51	22.68	23.39	23.89	23.02	23.11	23.27	22.16	-1.11	23.33	23.21	23.23	22.88	-0.63
RJR Premium	17.20	16.88	16.88	16.34	16.30	16.10	16.24	16.61	16.29	16.20	16.26	15.66	-0.60	16.27	16.24	16.30	16.10	-0.20
RJR Discount	7.74	7.20	7.29	7.44	7.22	6.78	7.15	7.27	6.73	6.90	7.01	6.50	-0.51	7.06	6.98	6.92	6.78	-0.44
RJR Branded Discount	7.49	6.99	7.07	7.20	7.02	6.62	6.94	7.06	6.58	6.74	6.82	6.35	-0.47	6.88	6.80	6.75	6.62	-0.40
RJR Private Label	0.25	0.21	0.22	0.24	0.20	0.16	0.20	0.21	0.14	0.17	0.20	0.16	-0.04	0.18	0.17	0.17	0.16	-0.04
RJR Assorted Promo	0.18	0.14	0.11	0.04	0.05	0.31	0.14	0.14	0.18	0.34	0.38	0.33	-0.05	0.09	0.16	0.25	0.31	0.26
B & W (Incl American)	13.89	13.94	14.09	13.77	14.57	14.56	14.30	14.14	14.92	14.74	14.63	13.95	-0.68	14.60	14.63	14.68	14.56	-0.01
B & W Premium	6.29	6.24	6.34	6.18	6.52	6.51	6.40	6.35	6.58	6.57	6.55	6.33	-0.22	6.54	6.53	6.54	6.51	-0.01
B & W Discount	7.61	7.70	7.75	7.59	8.05	8.05	7.90	7.79	8.33	8.17	8.09	7.62	-0.47	8.06	8.11	8.15	8.05	0.00
B & W Branded Discount	7.61	7.70	7.75	7.59	8.05	8.05	7.90	7.79	8.33	8.17	8.08	7.62	-0.46	8.06	8.11	8.15	8.05	0.00
B & W Private Label	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lorillard	4.17	4.33	4.24	4.03	4.14	4.11	4.09	4.17	4.27	4.16	4.16	3.85	-0.31	4.16	4.16	4.18	4.11	-0.03
Lorillard Premium	3.96	4.13	4.02	3.82	3.93	3.89	3.88	3.96	4.03	3.95	3.89	3.68	-0.21	3.94	3.94	3.94	3.89	-0.04
Lorillard Discount	0.22	0.20	0.22	0.21	0.21	0.22	0.21	0.21	0.24	0.21	0.27	0.17	-0.10	0.22	0.22	0.24	0.22	0.01
Liggett	0.21	0.21	0.20	0.22	0.22	0.21	0.22	0.21	0.19	0.21	0.24	0.21	-0.03	0.21	0.21	0.21	0.21	-0.01
Liggett Premium	0.20	0.20	0.20	0.21	0.21	0.20	0.21	0.20	0.19	0.20	0.23	0.19	-0.04	0.20	0.20	0.21	0.20	-0.01
Liggett Discount	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.00
Lig Branded Discount	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.00
Lig Private Label	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O Co-International	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

INTEGRATED NIELSEN PERFORMANCE
MASS MERCHANDISERS
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
Philip Morris	56.79	57.44	57.30	58.20	57.55	58.24	58.00	57.59	57.59	57.78	57.69	59.83	2.14	57.69	57.78	57.70	58.24	0.69
PM Premium-Shr Prem	62.86	63.24	63.10	64.32	63.63	64.20	64.05	63.55	63.60	63.61	63.83	65.68	1.85	63.74	63.77	63.68	64.20	0.57
PM Discount-Shr Disc	39.11	40.35	40.49	40.45	40.12	40.77	40.45	40.25	40.12	41.23	39.81	41.92	2.11	40.16	40.51	40.38	40.77	0.65
PM Brd Disc-Shr Brd Disc	35.90	37.22	37.46	37.58	37.00	37.70	37.43	37.18	36.92	38.13	36.51	39.22	2.71	37.07	37.43	37.24	37.70	0.70
PM PL-Shr PL	84.98	86.98	86.06	84.43	87.53	89.15	87.02	86.50	90.64	89.48	88.02	88.49	0.47	88.53	88.85	89.01	89.15	1.62
Marlboro	37.07	37.45	37.11	38.11	37.10	37.49	37.57	37.38	36.83	36.75	36.75	39.55	2.80	37.13	37.05	36.87	37.49	0.39
Red	11.50	11.77	11.41	11.66	11.13	11.37	11.38	11.47	11.00	11.27	11.19	11.97	0.78	11.11	11.12	11.16	11.37	0.24
Lights NM	18.10	18.10	18.10	18.67	18.33	18.38	18.46	18.27	18.16	17.90	18.02	19.38	1.36	18.35	18.24	18.10	18.38	0.05
Gold	4.13	4.09	4.17	4.31	4.18	4.22	4.24	4.18	4.22	4.19	4.02	4.44	0.42	4.19	4.19	4.14	4.22	0.04
Medium	1.96	2.08	2.02	2.05	1.99	2.06	2.03	2.03	2.05	2.03	2.04	2.11	0.07	2.02	2.04	2.03	2.06	0.07
Menthol	1.27	1.29	1.27	1.29	1.33	1.32	1.31	1.29	1.27	1.23	1.31	1.45	0.14	1.33	1.33	1.30	1.32	-0.01
Other PM Premium	9.71	9.77	9.81	9.73	10.08	10.38	10.06	9.91	10.51	10.30	10.76	9.95	-0.81	10.25	10.30	10.45	10.38	0.30
Benson & Hedges	2.72	2.73	2.78	2.72	2.87	2.99	2.86	2.81	3.04	2.96	3.11	2.87	-0.24	2.95	2.99	3.03	2.99	0.12
Merit	2.55	2.48	2.56	2.55	2.59	2.71	2.61	2.57	2.81	2.60	2.87	2.57	-0.30	2.66	2.68	2.72	2.71	0.12
Virginia Slims	4.04	4.19	4.07	4.07	4.20	4.26	4.18	4.14	4.26	4.31	4.40	4.08	-0.32	4.24	4.23	4.31	4.26	0.06
Parliament	0.32	0.29	0.31	0.33	0.33	0.33	0.33	0.32	0.32	0.34	0.31	0.35	0.04	0.32	0.33	0.32	0.33	0.00
Saratoga	0.07	0.08	0.09	0.07	0.08	0.08	0.08	0.08	0.08	0.09	0.07	0.09	0.02	0.08	0.08	0.07	0.08	0.00
Cambridge	3.24	3.37	3.24	2.96	3.32	3.37	3.22	3.25	3.27	3.58	3.42	3.21	-0.21	3.28	3.34	3.39	3.37	0.05
Alpine	0.31	0.30	0.29	0.29	0.32	0.31	0.31	0.30	0.36	0.30	0.29	0.31	0.02	0.33	0.33	0.31	0.31	-0.01
Bristol	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Basic	4.99	5.11	5.44	5.75	5.30	5.29	5.45	5.33	5.21	5.41	4.98	5.56	0.58	5.29	5.34	5.24	5.29	-0.01
PM Private Label	1.42	1.39	1.37	1.33	1.40	1.35	1.36	1.38	1.38	1.41	1.44	1.20	-0.24	1.36	1.37	1.39	1.35	-0.05
RJ Reynolds	24.94	24.08	24.17	23.78	23.51	22.88	23.39	23.89	23.02	23.11	23.27	22.16	-1.11	23.33	23.21	23.23	22.88	-0.63
RJR Premium -Shr Prem	23.11	22.61	22.70	21.96	21.98	21.59	21.85	22.32	21.89	21.90	21.84	20.78	-1.06	21.89	21.87	21.94	21.59	-0.39
RJR Discount -Shr Disc	30.27	28.43	28.43	29.06	27.90	28.67	27.87	28.43	26.30	26.52	27.45	26.41	-1.04	27.51	27.10	26.95	26.67	-1.23
B & W (Incl American)	13.89	13.94	14.09	13.77	14.57	14.56	14.30	14.14	14.92	14.74	14.63	13.95	-0.68	14.60	14.63	14.68	14.56	-0.01
B & W Premium -Shr Prem	8.45	8.35	8.53	8.30	8.79	8.73	8.61	8.53	8.85	8.88	8.80	8.40	-0.40	8.79	8.79	8.80	8.73	-0.06
B & W Discount -Shr Disc	29.74	30.40	30.22	29.65	31.14	31.64	30.81	30.46	32.59	31.39	31.64	30.94	-0.70	31.43	31.49	31.71	31.64	0.50
Lorillard	4.17	4.33	4.24	4.03	4.14	4.11	4.09	4.17	4.27	4.16	4.16	3.85	-0.31	4.16	4.16	4.18	4.11	-0.03
Lorillard Premium -Shr Prem	5.31	5.53	5.40	5.13	5.31	5.21	5.22	5.32	5.42	5.34	5.23	4.88	-0.35	5.30	5.30	5.30	5.21	-0.10
Lorillard Discount -Shr Disc	0.84	0.78	0.85	0.82	0.81	0.88	0.83	0.83	0.95	0.81	1.07	0.68	-0.39	0.86	0.86	0.93	0.88	0.07
Liggett	0.21	0.21	0.20	0.22	0.22	0.21	0.22	0.21	0.19	0.21	0.24	0.21	-0.03	0.21	0.21	0.21	0.21	-0.01
Liggett Premium -Shr Prem	0.27	0.27	0.26	0.28	0.28	0.27	0.28	0.27	0.25	0.27	0.31	0.26	-0.05	0.27	0.27	0.28	0.27	-0.01
Liggett Discount -Shr Disc	0.03	0.04	0.02	0.02	0.03	0.04	0.03	0.03	0.03	0.06	0.03	0.05	0.02	0.04	0.04	0.04	0.04	0.01

Note: Individual OPB brands may not sum to total OPB due to rounding and smaller brands not shown.

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

TOP 25 BRANDS PERFORMANCE
MASS MERCHANDISERS
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
Marlboro	37.07	37.45	37.11	38.11	37.10	37.49	37.57	37.38	36.83	36.75	36.75	39.55	2.80	37.13	37.05	36.87	37.49	0.39
Marlbbro B4G1F	0.09	0.34	0.31	0.07	0.02	0.01	0.03	0.14	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.01	-0.01
Winston	6.27	6.13	6.23	5.97	5.76	5.40	5.71	5.96	5.53	5.50	5.44	5.14	-0.30	5.71	5.63	5.58	5.40	-0.36
Winston Select	0.98	0.88	0.91	0.76	0.73	0.65	0.72	0.82	0.74	0.62	0.65	0.60	-0.05	0.72	0.69	0.68	0.65	-0.08
Camel	3.39	3.22	3.29	3.37	3.42	3.41	3.40	3.35	3.49	3.41	3.50	3.26	-0.24	3.43	3.44	3.48	3.41	-0.01
Camel Filters	2.70	2.55	2.63	2.71	2.73	2.70	2.71	2.67	2.76	2.73	2.79	2.51	-0.28	2.72	2.74	2.77	2.70	-0.03
Camel Non-Filter	0.70	0.67	0.66	0.66	0.69	0.72	0.69	0.68	0.74	0.68	0.71	0.75	0.04	0.70	0.70	0.71	0.72	0.03
GPC	4.17	4.31	4.19	4.12	4.45	4.45	4.34	4.28	4.66	4.49	4.43	4.23	-0.20	4.47	4.48	4.52	4.45	0.00
Doral	6.44	6.07	6.15	6.27	6.18	5.89	6.11	6.16	5.83	6.02	6.05	5.67	-0.38	6.10	6.05	6.01	5.89	-0.29
Newport	2.00	2.11	2.06	1.95	2.05	2.08	2.03	2.04	2.16	2.08	2.07	2.02	-0.05	2.06	2.07	2.07	2.08	0.03
Basic	4.99	5.11	5.44	5.75	5.30	5.29	5.45	5.33	5.21	5.41	4.98	5.56	0.58	5.29	5.34	5.24	5.29	-0.01
Basic Box	0.00	0.00	0.24	0.32	0.25	0.31	0.29	0.19	0.25	0.26	0.33	0.39	0.06	0.24	0.24	0.27	0.31	0.06
Salem	4.53	4.53	4.47	4.27	4.27	4.21	4.25	4.38	4.35	4.09	4.19	4.24	0.05	4.28	4.21	4.21	4.21	-0.06
Kool	1.96	1.96	1.98	1.93	2.10	2.03	2.02	1.99	2.03	2.04	2.05	1.99	-0.06	2.10	2.07	2.06	2.03	-0.07
Virginia Slims	4.04	4.19	4.07	4.07	4.20	4.26	4.18	4.14	4.26	4.31	4.40	4.08	-0.32	4.24	4.23	4.31	4.26	0.06
Merit	2.55	2.48	2.56	2.55	2.59	2.71	2.61	2.57	2.81	2.60	2.87	2.57	-0.30	2.66	2.68	2.72	2.71	0.12
Benson & Hedges	2.72	2.73	2.78	2.72	2.87	2.99	2.86	2.81	3.04	2.96	3.11	2.87	-0.24	2.95	2.99	3.03	2.99	0.12
Cambridge	3.24	3.37	3.24	2.96	3.32	3.37	3.22	3.25	3.27	3.58	3.42	3.21	-0.21	3.28	3.34	3.39	3.37	0.05
Carlton	1.49	1.42	1.46	1.44	1.52	1.56	1.51	1.48	1.56	1.54	1.66	1.50	-0.16	1.52	1.52	1.58	1.56	0.04
Misty	1.83	1.85	2.02	2.01	2.09	2.03	2.04	1.98	2.06	1.99	2.13	1.95	-0.18	2.08	2.06	2.06	2.03	-0.06
Vantage	1.39	1.42	1.39	1.33	1.39	1.36	1.36	1.38	1.33	1.43	1.34	1.33	-0.01	1.37	1.38	1.38	1.36	-0.03
Kent	1.01	1.01	1.02	0.93	0.96	0.94	0.94	0.98	0.99	0.98	0.94	0.85	-0.09	0.96	0.98	0.97	0.94	-0.02
Pall Mall	1.19	1.22	1.21	1.18	1.20	1.22	1.20	1.21	1.25	1.22	1.21	1.19	-0.02	1.20	1.21	1.20	1.22	0.02
Capri	1.04	1.05	1.06	1.05	1.09	1.10	1.08	1.07	1.17	1.13	1.04	1.07	0.03	1.11	1.12	1.10	1.10	0.01
Monarch	0.29	0.31	0.28	0.28	0.24	0.23	0.25	0.27	0.24	0.26	0.22	0.22	0.00	0.23	0.24	0.24	0.23	-0.01
Viceroy	0.98	0.93	0.94	0.93	0.95	0.98	0.95	0.95	1.04	1.04	0.96	0.88	-0.08	0.96	0.98	0.99	0.98	0.03
Parliament	0.32	0.29	0.31	0.33	0.33	0.33	0.33	0.32	0.32	0.34	0.31	0.35	0.04	0.32	0.33	0.32	0.33	0.00
Montclair	0.49	0.46	0.46	0.40	0.42	0.44	0.42	0.45	0.43	0.46	0.43	0.44	0.01	0.42	0.43	0.43	0.44	0.02
Now	0.66	0.67	0.66	0.65	0.65	0.64	0.65	0.66	0.63	0.63	0.67	0.62	-0.05	0.63	0.64	0.64	0.64	-0.01
True	0.34	0.34	0.34	0.34	0.35	0.36	0.35	0.34	0.37	0.37	0.35	0.34	-0.01	0.36	0.35	0.36	0.36	0.01

* Top 25 is based on All Outlets Combined.

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004

INTEGRATED DISCOUNT PERFORMANCE
MASS MERCHANDISERS
WEEK ENDING 6/22/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	6/1	6/8	6/15	6/22	Diff vs. wk-ago	6/1	6/8	6/15	6/22	Diff vs. 4w-ago
Private Label																		
PM PL	1.42	1.39	1.37	1.33	1.40	1.35	1.36	1.38	1.38	1.41	1.44	1.20	-0.24	1.36	1.37	1.39	1.35	-0.05
RJR PL	0.25	0.21	0.22	0.24	0.20	0.18	0.20	0.21	0.14	0.17	0.20	0.16	-0.04	0.18	0.17	0.17	0.16	-0.04
B & W PL (Incl Amer)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Liggett PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total PL	1.67	1.60	1.60	1.57	1.60	1.52	1.56	1.59	1.52	1.57	1.64	1.35	-0.29	1.54	1.54	1.56	1.52	-0.08
PL Share of Segment																		
PM PL	84.98	86.98	86.06	84.42	87.53	89.15	87.02	86.50	90.64	89.48	88.02	88.49	0.47	88.53	88.85	89.01	89.15	1.62
RJR PL	15.02	13.02	13.94	15.57	12.48	10.84	12.98	13.49	9.35	10.52	11.97	11.51	-0.46	11.47	11.15	10.99	10.84	-1.64
B & W PL (Incl Amer)	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.03	0.00	-0.03	0.00	0.00	0.01	0.01	0.01
Liggett PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
BRANDED DISCOUNT																		
GPC	4.17	4.31	4.19	4.12	4.45	4.45	4.34	4.28	4.66	4.49	4.43	4.23	-0.20	4.47	4.48	4.52	4.45	0.00
Doral	6.44	6.07	6.15	6.27	6.18	5.89	6.11	6.16	5.83	6.02	6.05	5.67	-0.38	6.10	6.05	6.01	5.89	-0.29
Basic	4.99	5.11	5.44	5.75	5.30	5.29	5.45	5.33	5.21	5.41	4.98	5.56	0.58	5.29	5.34	5.24	5.29	-0.01
Cambridge	3.24	3.37	3.24	2.96	3.32	3.37	3.22	3.25	3.27	3.58	3.42	3.21	-0.21	3.28	3.34	3.39	3.37	0.05
Misty	1.83	1.85	2.02	2.01	2.09	2.03	2.04	1.98	2.06	1.99	2.13	1.95	-0.18	2.08	2.06	2.06	2.03	-0.06
Monarch	0.29	0.31	0.28	0.28	0.24	0.23	0.25	0.27	0.24	0.26	0.22	0.22	0.00	0.23	0.24	0.24	0.23	-0.01
Montclair	0.49	0.46	0.46	0.40	0.42	0.44	0.42	0.45	0.43	0.46	0.43	0.44	0.01	0.42	0.43	0.43	0.44	0.02
Viceroy	0.98	0.93	0.94	0.93	0.95	0.98	0.95	0.95	1.04	1.04	0.96	0.88	-0.08	0.96	0.98	0.99	0.98	0.03
Old Gold	0.22	0.20	0.22	0.21	0.21	0.23	0.22	0.21	0.25	0.21	0.27	0.17	-0.10	0.22	0.22	0.24	0.23	0.02
Best Value	0.67	0.54	0.57	0.58	0.53	0.42	0.51	0.55	0.44	0.39	0.46	0.39	-0.07	0.48	0.44	0.43	0.42	-0.11
Alpine	0.31	0.30	0.29	0.29	0.32	0.31	0.31	0.30	0.36	0.30	0.29	0.31	0.02	0.33	0.33	0.31	0.31	-0.01
Raleigh Extra	0.14	0.13	0.13	0.14	0.15	0.14	0.14	0.14	0.15	0.18	0.13	0.12	-0.01	0.14	0.15	0.15	0.14	-0.01
Century 25	0.02	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.02	0.01	0.02	0.02	0.00	0.02	0.01	0.02	0.02	0.01
Bristol	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Magna	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	-0.01	0.02	0.02	0.02	0.02	0.00
Pyramid	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.00
Sterling	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.01	0.03	0.04	0.04	0.04	0.00
Daves	0.01	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
All American	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bucks	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00
A/O Branded Discount	0.00	0.04	0.00	-0.01	0.00	0.02	0.01	0.01	-0.02	0.02	0.02	0.01	-0.01	0.01	0.03	-0.01	0.02	0.02
Total Branded Discount	23.90	23.73	24.05	24.04	24.27	23.92	24.08	23.99	24.05	24.47	23.91	23.28	-0.63	24.12	24.20	24.13	23.92	-0.35
Basic Share Of Discount	19.51	20.19	21.20	22.47	20.48	20.81	21.25	20.82	20.37	20.78	19.50	22.59	3.09	20.61	20.75	20.41	20.81	0.33
Total Discount Category	25.58	25.33	25.65	25.61	25.87	25.44	25.64	25.58	25.57	26.04	25.55	24.63	-0.92	25.66	25.75	25.69	25.44	-0.43

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/krcy0004